

# ARMSTRONG'S

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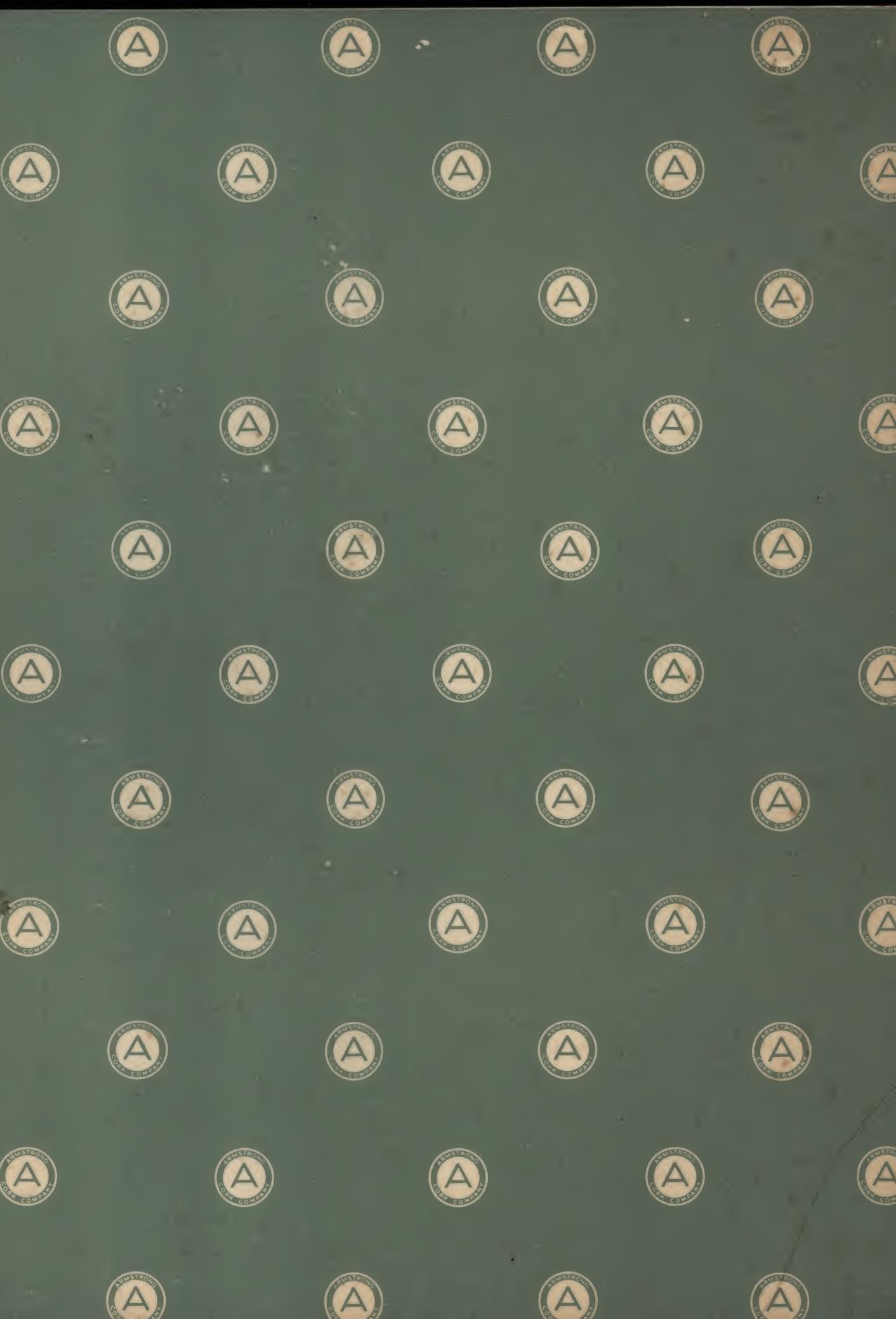
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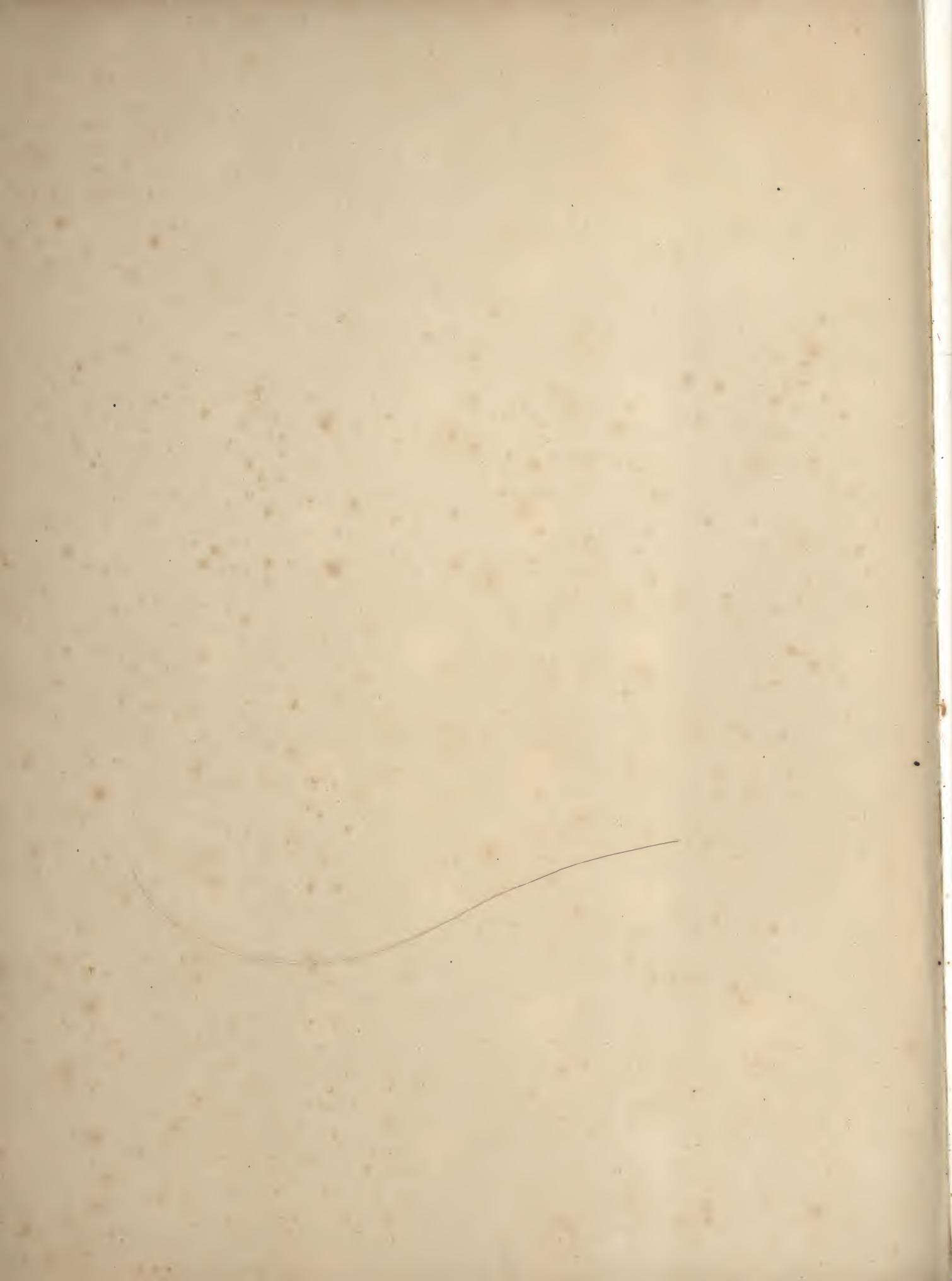
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**ARMSTRONG'S**  
PATTERN BOOK  
**1948**

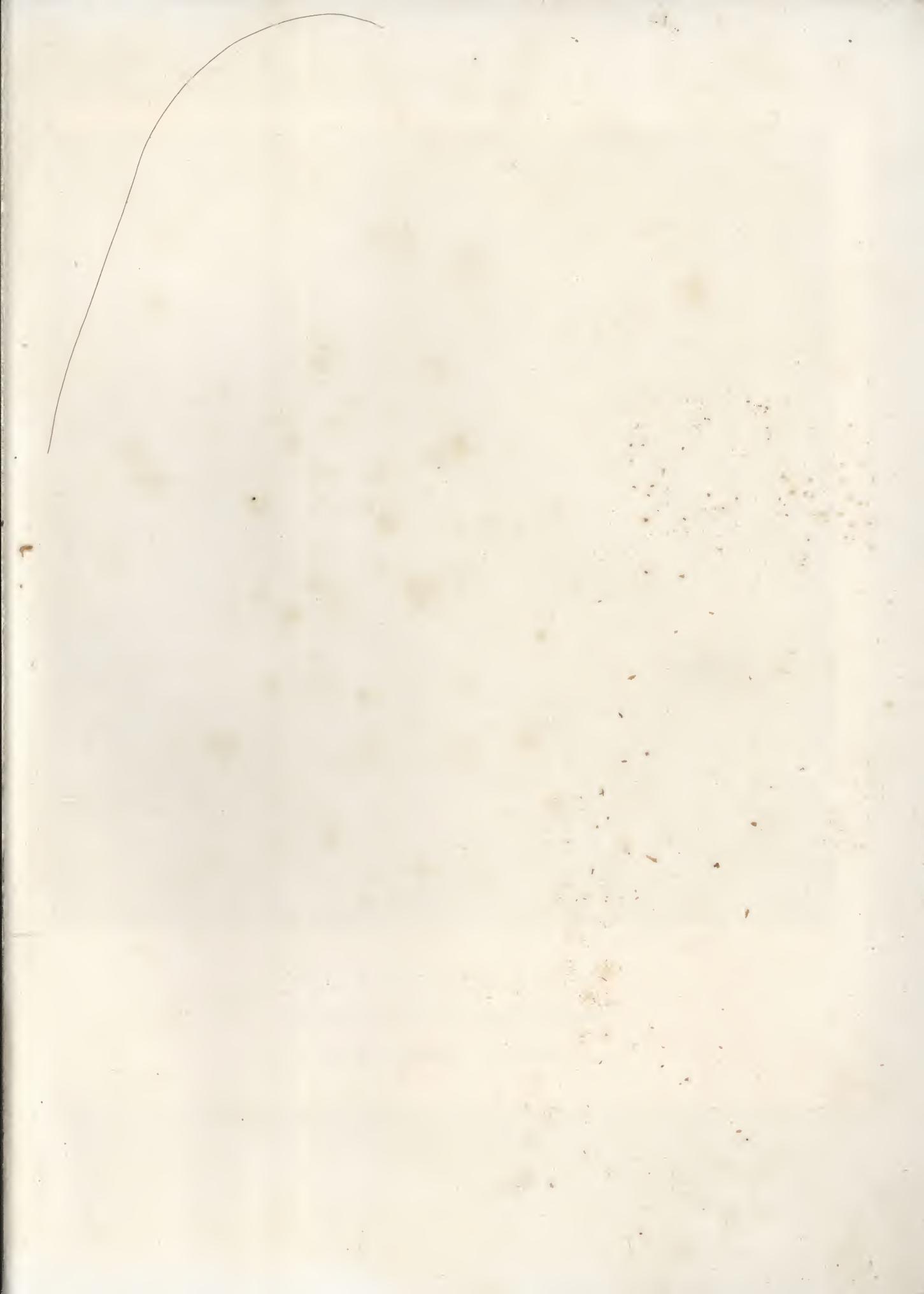
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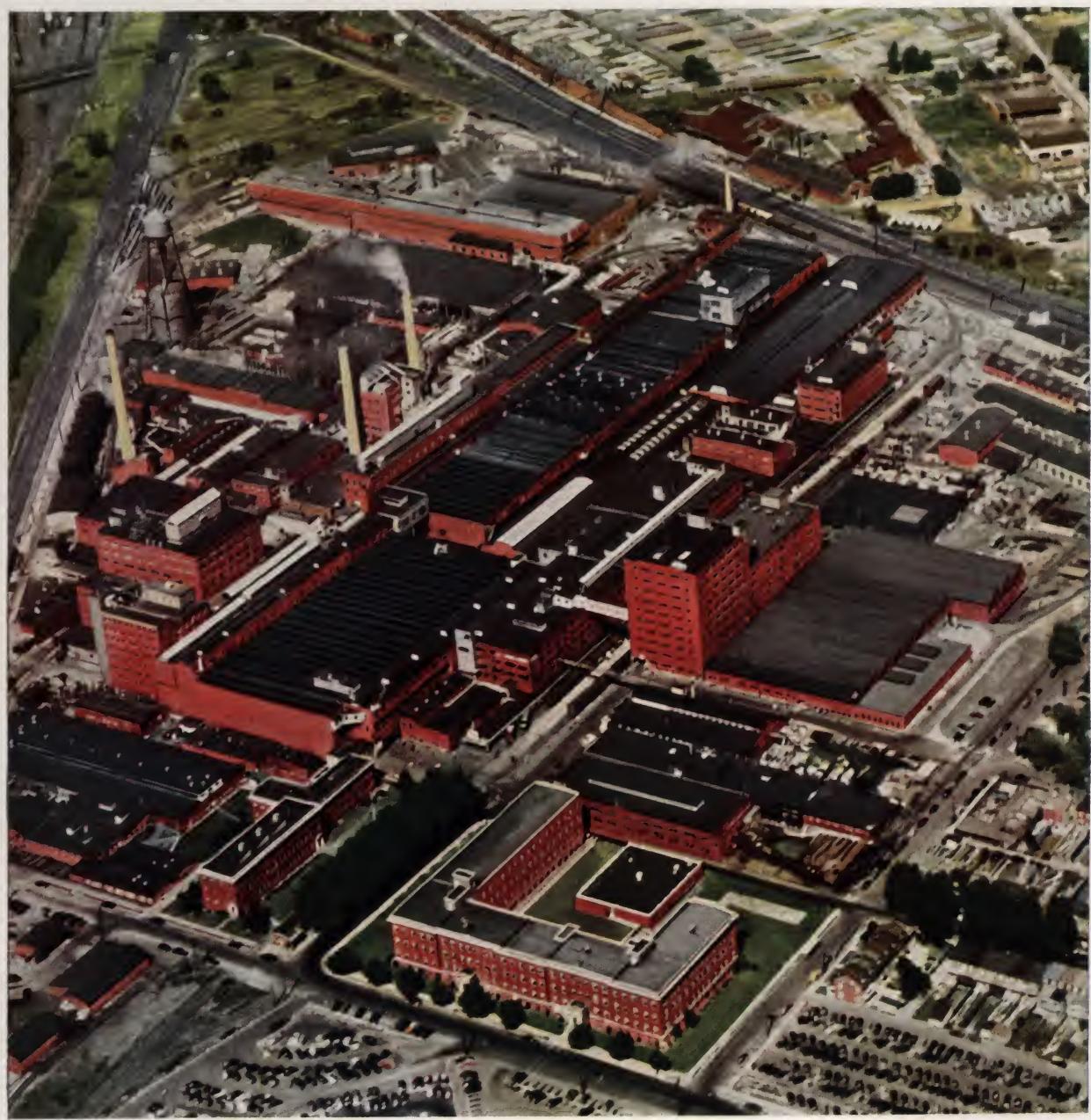
ARMSTRONG CORK COMPANY

Floor Division      Lancaster, Pa.









FLOOR DIVISION PLANT  
ARMSTRONG CORK COMPANY  
Lancaster, Pennsylvania

# ARMSTRONG'S

LINOLEUM . . . LINOWALL  
QUAKER WALL COVERING  
QUAKER AND STANDARD  
RUGS & FLOOR COVERING



ARMSTRONG CORK COMPANY  
Floor Division      Lancaster, Pennsylvania



This giant rotary press at Lancaster, Pennsylvania, produces Armstrong's Straight Line Inlaid Linoleum. Stand-

ing three stories high, it is so controlled and synchronized that it operates with the precision of a fine instrument.

# ARMSTRONG'S

## ... a name and a nation

In the course of a single lifetime, a truly remarkable change has taken place in the appearance of American homes. An equally notable change has taken place in our stores and shops and offices. Many people are generally aware of what has happened, but few have stopped to think about the reasons.

Until well after the turn of this century, there had been no important change in interior architecture and decoration for over a hundred years. Look at pictures of two old grocery stores, for example, and you have a hard time telling which was taken in 1910 and which in 1860. About the only clue you can find is in the lighting fixtures. The same thing was largely true of homes. The house of 1915 was much like the house of 1865, and not too different from the house of 1810, except for superficial changes in furniture style.

Interior decoration was long in the doldrums. That fact was particularly evident in the use of color. Decade after decade, most homes were monotonously alike, generally dominated by lifeless color schemes and somber browns and grays. Looking back, the reason is not difficult to see. Wood floors were almost universally used and, inevitably, the floor area in any room set the decorative plan. Even when rugs and carpets were used, the floor exerted a limiting influence on the choice of color.

The free use of color finally came into general decoration when colorful floors became available—and it was linoleum that put color in flooring. To a greater degree than most people realize, the great change that has taken place in American homes and shops is very closely related to the rise of Armstrong's Linoleum as a practical and decorative flooring material.

The development of linoleum as a general flooring material for every room in the house, and for every type of commercial establishment, is closely linked to Armstrong's history. Linoleum has been made since 1863, but for the first fifty years it was only a utilitarian floor covering, far from beautiful. It was used principally in kitchens and back rooms because it was inexpensive and easy to clean.

It was the Armstrong concept that changed linoleum from a *floor covering* to a *flooring* . . . from a purely utilitarian material to a material of real beauty . . . and was the inspiration for a virtual revolution in interior decoration.

For many years, Armstrong stood alone in advocating linoleum as a general flooring and in the development of improved materials and better methods of installation. The bright and colorful rooms that Armstrong began to picture in the magazines as a means of telling the public what might be done, seemed strange indeed in those years just after the First World War. They were a far cry from the gloomy interiors to which the public had long been accustomed. Gradually the new decorative approach found receptive minds. The whole nation's concept started to change. Things other than linoleum—new materials and new architectural standards—also played their parts, but the role of Armstrong's Linoleum was an important one.

The growth in the use of linoleum floors has been truly remarkable. Only twenty-five years ago, it would have been very difficult to find a smart store or shop with a linoleum floor. Today, in all of the nation's shopping centers, colorful linoleum floors are commonplace. It is unquestionably the first choice of the best architects and store designers.



Kitchens, like other rooms, have had a revolution in decoration. Modern kitchens are planned for beauty as

well as efficiency. This one combines Armstrong's Marbelle, Styles 021 and 09, accented with cadet blue spots.

Our homes offer a parallel change. Twenty-five years ago, it was rare indeed to find a linoleum floor in any room other than a kitchen or bath. Today, linoleum floors are everywhere—living rooms, bedrooms, dining rooms, libraries, and halls. Hundreds upon hundreds of apartment houses, including the most distinguished,

have Armstrong's Linoleum everywhere. Many thousands of homes, from Maine to California and from Canada to the Gulf, have Armstrong Floors in every room. Linoleum floors are no longer a new idea in home decoration. They are an accepted first choice by discriminating people in every section of the nation.

In this book, many patterns and colorings that make up the Armstrong Line are pictured. Patterned linoleum, like Straight Line and Embossed, carry their own decorative appeal. The other types of Armstrong's Linoleum—Marbelle, Plain, and Jaspé—are not only used as over-all floorings but are also frequently used in the creation of "custom" floors where the decorative effect is achieved by treating linoleum as a basic material to be cut and shaped into almost any conceivable design. The use of Armstrong's Linoleum in this way has grown constantly, because there is no other flooring material that can be used with such ease for the creation of distinctive custom floors.

The acceptance of Armstrong's Linoleum by

Although linoleum is classed as a "modern" material, Armstrong's Embossed Inlaid, Style 5352, in a bathroom

the public as a general flooring for all kinds of interiors has been accelerated by the "modern" trend in architecture. This is true in residences as well as commercial and institutional buildings. Linoleum is definitely a "modern" material. Watch the magazines and you'll very seldom see any structure designed with a modern feeling that does not have a linoleum floor.

While linoleum is constantly favored by modernists, it is also used today with almost equal enthusiasm by those whose tastes are in more traditional veins. As you study the Armstrong Line, you will notice many designs and color effects that have obviously been created to harmonize with the older decorative schools. When properly chosen, Armstrong's Linoleum is as

decorated in early American fashion, shows how adaptable linoleum is to the traditional styles of decoration.





The ability of Armstrong's Linoleum to withstand hard wear makes it an ideal flooring choice throughout small

much at home with Chippendale and Duncan Phyfe furniture as with the chromium and plastics and glass of the contemporary school.

In the residential field, particularly in recent years, the trend toward smaller homes, and the use of a single room for many purposes, has made more and more housewives look with

homes where limited floor areas receive extra heavy wear. The Marbelle is Style 037, inset with 49 and 33.

favor on Armstrong Floors. Linoleum's great ability to maintain its appearance despite heavy usage, the ease with which it can be cleaned, and its complete freedom from costly refinishing are all important considerations.

Linoleum has always been a comparatively easy-to-clean floor, but that quality has been

greatly increased by Armstrong developments during recent years which have made the surface even smoother and more impervious. Maintenance has also been eased by the new water emulsion waxes and the development of Armstrong's Linogloss Wax, especially formulated for use with Armstrong's Linoleum.

Ease of cleaning, a quality prized by the housewife, is an equally important consideration to the business man. The maintenance of floors is often a substantial expense item and ways and means of reducing it are important. There are many cases on record where an Armstrong Floor has paid for itself in a relatively short time

In the finest homes, where an atmosphere of rich dignity is much prized, Armstrong's Linoleum is used in

through savings made possible by substantial reductions in floor maintenance costs.

Many other considerations are also important in the commercial field. The custom possibilities, already mentioned, frequently have a more than decorative value to the store owner. Lines can be inlaid in the floor to direct traffic, departmental areas can be set apart by floor design, sections can be designated by symbols, and names and trade-marks cut into the floor for their display value. For business men and their architects Armstrong's Bureau of Interior Decoration provides a floor designing service. Upon a request submitted through an Armstrong mer-

every type of room. This library floor of Armstrong's Embossed Inlaid, Style 5751, is a typical illustration.





Many changes in the decoration and planning of stores, shops, and offices have been inspired by Armstrong's

color pages in the national magazines. The red pins mark the features of special interest in this dentist's suite.

chant, the Bureau designs, free of charge, a custom designed floor to fit any specified purpose. The possibilities are almost endless, being limited only by the ingenuity of the floor designer and the skill of the installation mechanic.

Fortunate for the development of the linoleum business, and a big factor in its growth, has been the constant increase in the number of Armstrong merchants who have been foresighted enough to make quality installation available to their customers. The satisfaction that any linoleum floor gives is dependent, in a very considerable measure, upon the care with which it is installed. It is only natural that Arm-

strong merchants should be in the forefront because Armstrong has pioneered most of the important developments in installation techniques as well as having developed and perfected many of the tools now used in the trade. Throughout the years Armstrong's Laying School has been the proving ground for new installation methods and since its beginning almost a quarter century ago thousands of mechanics from all over the country have enrolled in it to learn the most efficient methods of linoleum installation. Today you will find that a large share of the nation's best linoleum mechanics have been trained in the Armstrong Laying School.

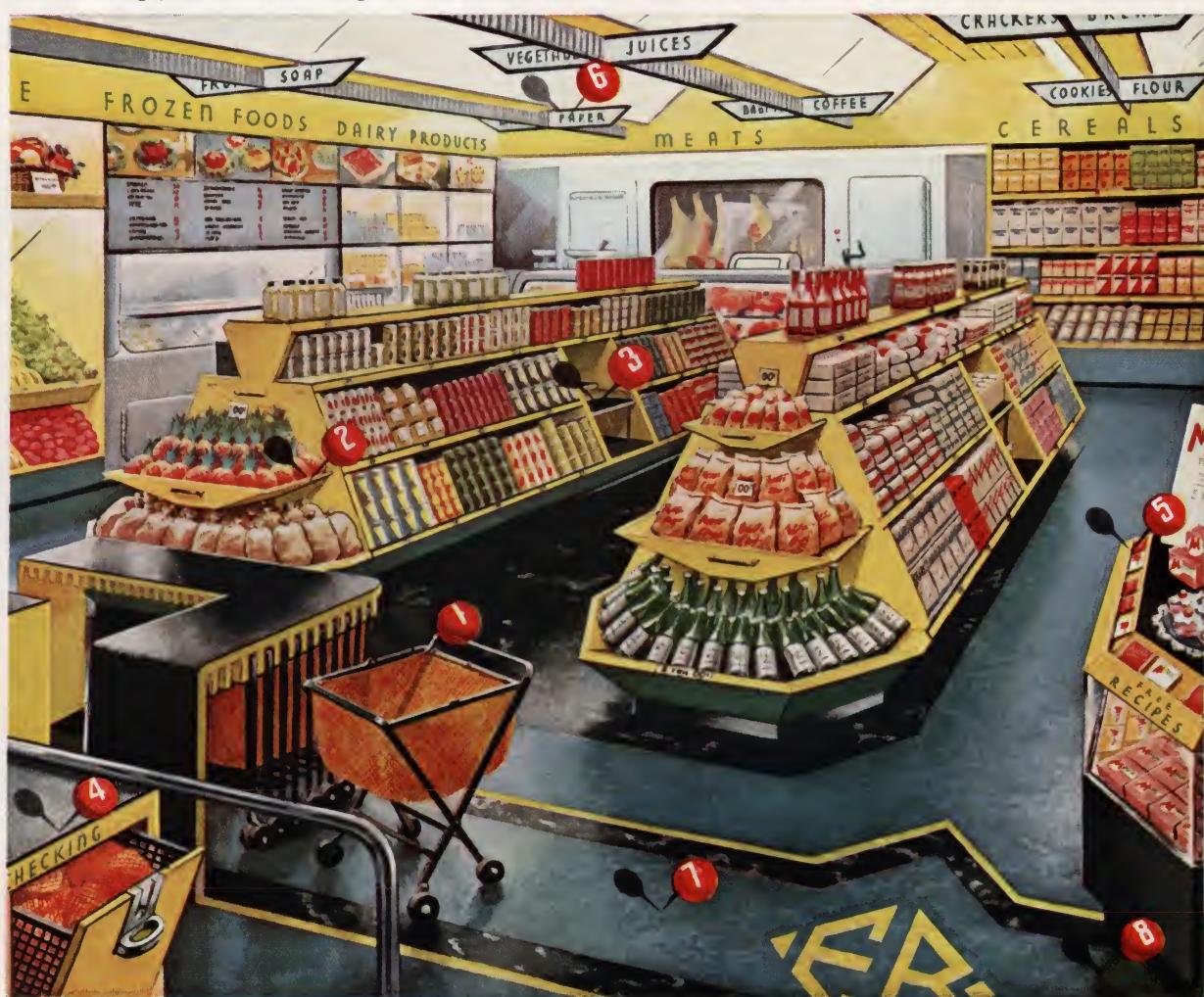
Advancement in installation is one of many improvements that has come about as a direct result of continuing study in Armstrong's Research Laboratories. These laboratories are, by a wide margin, the largest and best equipped of their kind. They are staffed with trained scientists, who develop a constant succession of quality improvements.

Working hand in hand with these men are Armstrong engineers. To them goes the credit for developing many of the intricate machines used in today's mass production of linoleum. A large number of these machines are constructed in Armstrong's own machine shops.

This food store, one of a long series of Armstrong's "model" shops, illustrates how important a colorful and

Machines are important—but more important are men. In the type and character of the workers who make Armstrong's Linoleum lies the most important reason why it has become so world famous for quality. A very high percentage of these men are descendants of the early settlers of the Pennsylvania Dutch country of eastern Pennsylvania. All have a strong feeling for real craftsmanship and a very high sense of personal integrity. It is a part of the honor of such men to make everything the best they can. Armstrong's Linoleum could not be so good as it is if it were not for the high personal standards of the men who make it.

decorative floor can be in the appearance of a store where a fresh and clean look is so vital to a successful business.





Armstrong's Marbelle, Style 017, inset with a wheat motif, creates a floor that is perfectly at

home with the period decoration of this bakery. Other designs would fit with modern decoration.

There are few products of any kind that are universally recognized as the leaders in their field in all sections of the country and among all types of buyers. Yet that can be truthfully said to be the case with Armstrong's Linoleum. For a large segment of America, the Armstrong name has become synonymous with the finest in resilient flooring.

Much of the high favor in which that name is held derives from the known quality of Armstrong products, but some of the meaning of the

name also comes from the influence that Armstrong had in pioneering and fostering new decorative trends.

Behind the Armstrong name, there is an appreciation of what has been accomplished by the designers who create the styles of Armstrong's Linoleum. And credit is given to the decorators on

the staff of the Armstrong Bureau of Interior Decoration who have helped America use Armstrong Floors to create brighter and better homes and more pleasant and successful stores and shops.

#### NOTICE ON COLOR VALUES

While we have bent every effort to reproduce all patterns faithfully in this book, the limitations of color printing are such that we cannot guarantee, in every case, an exact duplication of the color values of the actual goods. Where possible, it is suggested that quality samples be employed to match colors with other materials.



ARMSTRONG'S  
PLAIN  
LINOLEUM

## **ARMSTRONG'S PLAIN LINOLEUM**

Plain Linoleum is linoleum in solid colors without design. Originally, linoleum of this type was made from ground cork, oxidized linseed oil, resins, and color pigments, but in recent years as lighter and brighter colors have been desired the ground cork has been largely replaced by finely ground wood flour. The result is a product that has not only a more attractive appearance but also a smoother surface, with no sacrifice in wear resistance. During the manufacture of linoleum, the raw materials are combined in accurately controlled portions and blended thoroughly to produce a substance known as "linoleum mix." This mix is then compressed between huge rolls and bonded under tremendous pressure to a burlap or felt backing.

Armstrong's Plain Linoleum is distinguished by its unusually smooth texture, even surface, and uniform coloring. These desirable characteristics are the result of careful processing which reduces raw materials to extreme fineness and then mixes them thoroughly.

The twenty-seven clear, rich colors in the Armstrong Line of Plain Linoleum have been carefully chosen for a maximum of harmony. Color tones are related and contrasted for the greatest possible effectiveness in planning custom floors using borders, Linostrips, and Linosets. Also, the colors in Armstrong's Plain Linoleum have been planned to harmonize well with the colors in other types of Armstrong's Linoleum.

In addition to its use as a resilient flooring, Armstrong's Plain Linoleum is an excellent covering material for counters, shelves, and other surfaces.

Armstrong's Plain Linoleum is available in two different gauges—Heavy ( $\frac{1}{8}$ "") on a burlap backing and Standard ( $\frac{3}{32}$ "") on an Armofelt backing. Armofelt, an exclusive Armstrong feature, is a fresh-fiber rag felt saturated with a clear resin that does not mar light colored woodwork during installation. Linoleum with an Armofelt backing is easy to handle because of its extreme flexibility. It can be pasted to wood subfloors without lining felt and can be removed easily without damage to floor boards.

Formerly, Plain Linoleum was made in an extra heavy  $\frac{3}{16}$ " gauge in a limited number of colors, but this gauge has not been renewed since the war. The term "Battleship Linoleum" is frequently applied to the  $\frac{3}{16}$ " and Heavy ( $\frac{1}{8}$ "") gauges of No. 20 Brown, No. 21 Evergreen, No. 22 Dark Gray, No. 25 Terra Cotta, No. 27 Black, and No. 46 Chocolate.

## LINOSTrips AND BORDER MATERIAL

One inch and  $\frac{1}{2}$ " wide Linostrips are made in all Plain linoleum patterns. Border material in standard widths, 6", 9", and 12" and 20 to 33 $\frac{1}{2}$  yards long, is available in Plain Black No. 27, Chocolate No. 46, Midnight Blue No. 30, Ruby No. 40, and Black Marbelle No. 021. In addition, border material in any color or gauge of Marbelle, Plain, and Jaspé can be furnished in special widths ranging from 3" to 3'-0" wide.



**Brown No. 20**

3/16", Heavy (1/8"), and Standard Gauge



**Evergreen No. 21**

3/16", Heavy (1/8"), and Standard Gauge



**White No. 23**

Heavy (1/8") and Standard Gauge



**Terra Cotta No. 25**

3/16", Heavy (1/8"), and Standard Gauge



**Dark Gray No. 22**

3/16", Heavy (1/8"), and Standard Gauge



**Pearl Gray No. 24**

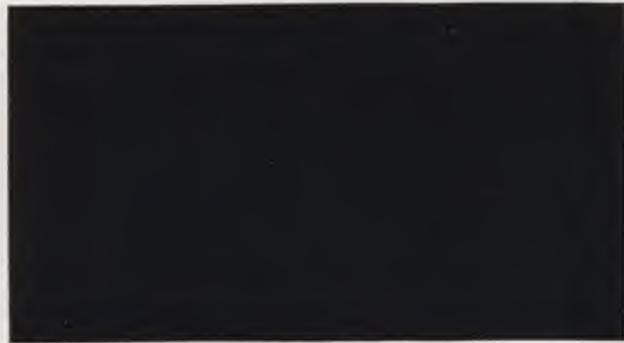
Heavy (1/8") and Standard Gauge

## ARMSTRONG'S PLAIN LINOLEUM

2 Yards Wide



**Silver Gray No. 26**  
Heavy (1/8") and Standard Gauge



**Black No. 27**  
3/16", Heavy (1/8"), and Standard Gauge



**Tan No. 28**  
Heavy (1/8") and Standard Gauge



**Cadet Blue No. 29**  
Heavy (1/8") and Standard Gauge



**Midnight Blue No. 30**  
Heavy (1/8") and Standard Gauge



**Chartreuse No. 33**  
Heavy (1/8") and Standard Gauge

**ARMSTRONG'S  
PLAIN LINOLEUM**

2 Yards Wide



**Cerulean Blue No. 34**  
Heavy (1/8") and Standard Gauge



**Deep Rose No. 37**  
Heavy (1/8") and Standard Gauge



**Turquoise No. 38**  
Heavy (1/8") and Standard Gauge



**Chinese Red No. 39**  
Heavy (1/8") and Standard Gauge



**Ruby No. 40**  
Heavy (1/8") and Standard Gauge



**Orange No. 41**  
Heavy (1/8") and Standard Gauge



**Jade No. 42**  
Heavy (1/8") and Standard Gauge



**Oriental Blue No. 43**  
Heavy (1/8") and Standard Gauge

**ARMSTRONG'S  
PLAIN LINOLEUM**

2 Yards Wide



**Willow Green No. 44**  
Heavy (1/8") and Standard Gauge



**Fawn No. 45**  
Heavy (1/8") and Standard Gauge



**Chocolate No. 46**  
3/16", Heavy (1/8"), and Standard Gauge



**Eggplant No. 47**  
Heavy (1/8") and Standard Gauge



**Canary Yellow No. 48**  
Heavy (1/8") and Standard Gauge



**Coral No. 49**  
Heavy (1/8") and Standard Gauge

**ARMSTRONG'S  
PLAIN LINOLEUM**

2 Yards Wide



**Copper Rust No. 60**  
Heavy (1/8") and Standard Gauge



ARMSTRONG'S  
JASPÉ  
LINOLEUM



## ARMSTRONG'S JASPE LINOLEUM

Jaspé Linoleum presents a multi-tone striated appearance. This pleasing effect, which also helps to conceal dust and traffic marks, is achieved by mixing varying shades of one or several plain colors and pressing this mixture between huge rolls which bond it to the backing.

The Armstrong Jaspé Line, which offers seventeen patterns ranging from soft wood tones and warm grays to brighter greens, blues, and reds, is distinguished by the presence of a number of light colors. Originally jaspé was made only in dark colors and was used primarily in the commercial and institutional markets, but the present Armstrong Line offers a broad color selection highly desirable for residential use as well. Jaspé is used only to a limited degree in kitchens, but it is widely used and is finding an ever-increasing market in living rooms, dining rooms, and bedrooms where it fits in extremely well with either modern or period furnishings.

Due to rigidly controlled manufacturing processes, the striated lines in Armstrong's Jaspé are uniformly parallel, a desirable feature which helps to make seams virtually invisible.

Armstrong's Jaspé Linoleum is made in two gauges—Heavy ( $\frac{1}{8}$ ") with a burlap backing and Standard ( $\frac{3}{32}$ ") with an Armofelt backing. Standard Gauge Jaspé is an exclusive Armstrong product.



**Apple Green No. 1**  
Heavy ( $\frac{1}{8}$ ") and Standard Gauge



**Dawn No. 2**  
Standard Gauge Only

## ARMSTRONG'S JASPE LINOLEUM

2 yards wide



**Onyx No. 3**  
Standard Gauge Only



**Light Taupe No. 4**  
Heavy (1/8") and Standard Gauge



**Platinum Gray No. 5**  
Standard Gauge Only



**Azure Blue No. 6**  
Heavy (1/8") and Standard Gauge



**Beige No. 7**  
Standard Gauge Only



**Teak Brown No. 8**  
Heavy (1/8") Gauge Only



**Tan No. 9**  
Heavy (1/8") and Standard Gauge



**Marine Blue No. 11**  
Heavy (1/8") Gauge Only

**ARMSTRONG'S  
JASPE LINOLEUM**

2 yards wide



**Taupe No. 12**  
Heavy (1/8") Gauge Only



**Driftwood Gray No. 13**  
Heavy (1/8") Gauge Only



**Rose Taupe No. 14**  
Heavy (1/8") Gauge Only



**Malay Brown No. 16**  
Heavy (1/8") and Standard Gauge



**Ebony No. 17**  
Heavy (1/8") and Standard Gauge



**Wine No. 18**  
Heavy (1/8") and Standard Gauge

**ARMSTRONG'S  
JASPE LINOLEUM**

2 Yards Wide



**Hunter Green No. 19**  
Heavy (1/8") Gauge Only



ARMSTRONG'S  
**MARBELLE**  
LINOLEUM

## **ARMSTRONG'S MARBELLE LINOLEUM**

Armstrong's Marbell® Linoleum is a colorful, practical flooring that offers an allover marbleized appearance. It has a distinctive non-directional graining which simplifies cleaning by tending to conceal dirt. This graining extends all the way through the wearing surface of the material.

The twenty-four patterns that comprise the Armstrong Marbelle Line have been designed to provide a wide selection of colorings that can be used alone or in combination with one another. These patterns also harmonize with the colors in Armstrong's Plain Linoleum.

Heavy Gauge Marbelle is made with a burlap backing, Standard Gauge with Armstrong's exclusive Armofelt backing, and Light Gauge with a saturated felt backing with the Safety-Back feature. Both Standard Gauge and Light Gauge Marbelle can be pasted directly to wood subfloors and later removed without damage to the floor boards.

To simplify the designation of patterns, the same pattern numbers are now used to refer to Heavy ( $\frac{1}{8}$ "), Standard, and Light Gauge Marbelles with the same coloring. However, due to manufacturing limitations, slight differences in the character of the graining are likely to appear in different gauges of the same pattern. Consequently, extreme care should be exercised in matching graining in those unusual cases where two different gauges of the same pattern are to be installed in one area.

Because of its ability to withstand hard wear, Heavy Gauge Marbelle is recommended for stores, entrance lobbies, corridors of public buildings, and similar areas that are subjected to constant traffic. Although Heavy Gauge offers the greatest wearing thickness per dollar of cost, many residential and commercial installations do not require extreme durability and, consequently, Standard Gauge is a popular choice. Armstrong's Light Gauge Marbelle Linoleum is an economical flooring material for low-cost housing.



Approximately 1/4 actual size

This azure blue Marbelle combines an eggshell white with various blue shadings to produce the delicate tracery that gives it depth and beauty. The white undertones provide a recurring spark of light in contrast to the cool blue shades. This pattern is ideal for homes as well as for large and small stores. Color schemes: see suggestions 10, 15, 22, and 23 on pages 214-215.

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 02**  
**Heavy, Standard, and Light Gauge**  
2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 03  
Standard Gauge Only  
2 yards wide**

The rich, deep brown tones of this new Marbelle make it a handsome floor for living rooms, dining rooms, libraries, studies, music rooms, and a pleasing background for rugs. It lends an air of dignity to small shops and offices and is exceptionally practical for various areas that require a serviceable floor color. See color scheme suggestions 1, 6, 12, 13, and 17 on pages 214-215.



Approximately 1/4 actual size

This pattern—rich in old ivory, coral, peach, and brown—reflects all the warmth and freshness of sunlight, especially when used in rooms reached by little outside light. And its rich coloring produces pleasing effects in kitchens and breakfast rooms, and in stores and public institutions of many types. Color schemes: see suggestions 2, 4, 6, 13, and 16 on pages 214-215.

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 04  
Standard and Light Gauge  
2 yards wide**



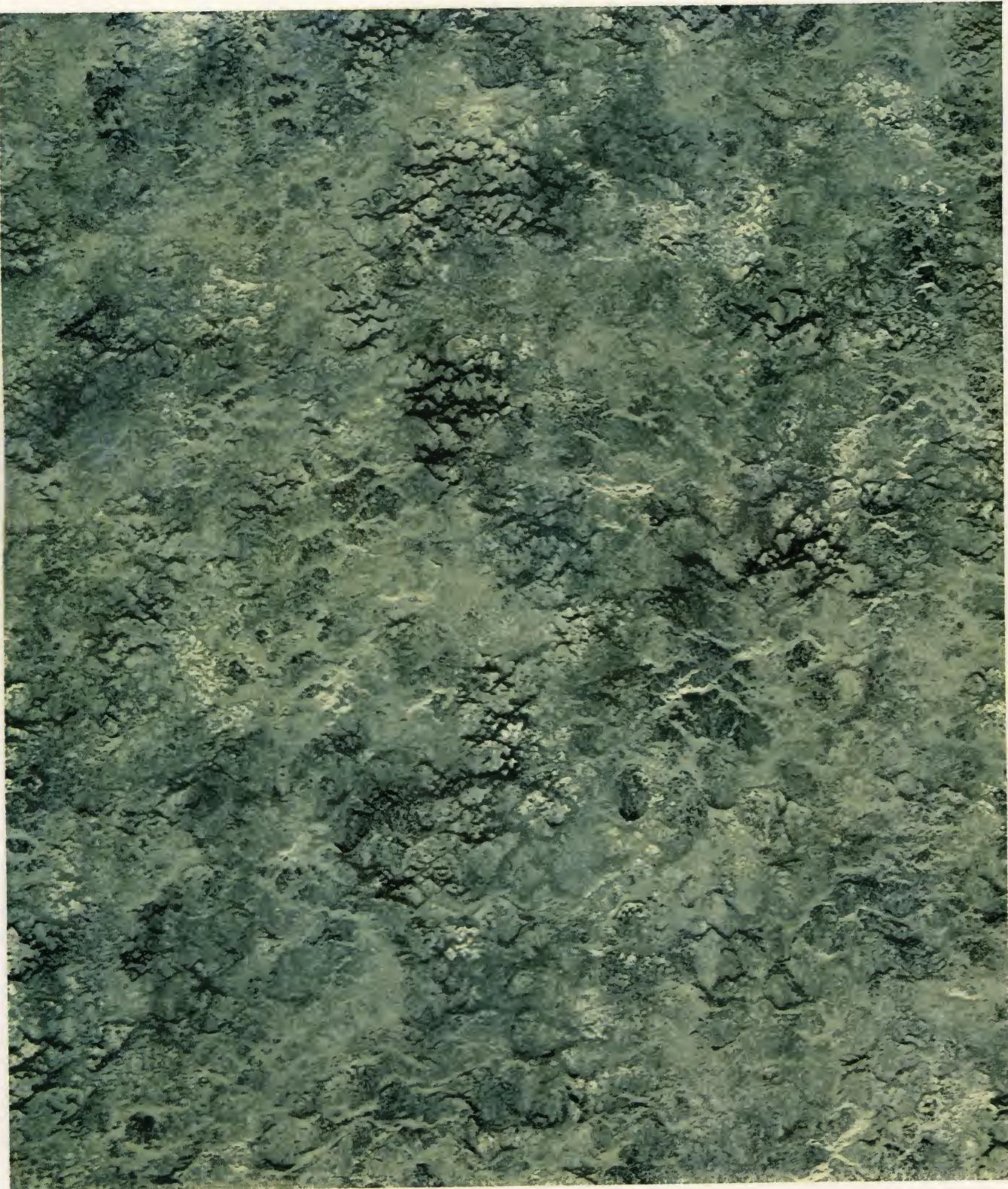
Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 07**

**Heavy, Standard, and Light Gauge**

2 yards wide

This rich Marbelle flooring combines a deep wine red with graining of lighter red to create a luxurious effect. The bright marbleized colorings are ideal as a base for warmer color schemes in kitchens, baths, living rooms, dining rooms as well as in stores, shops, and other commercial installations. Color schemes: see suggestions 8, 16, 23 on pages 214-215.

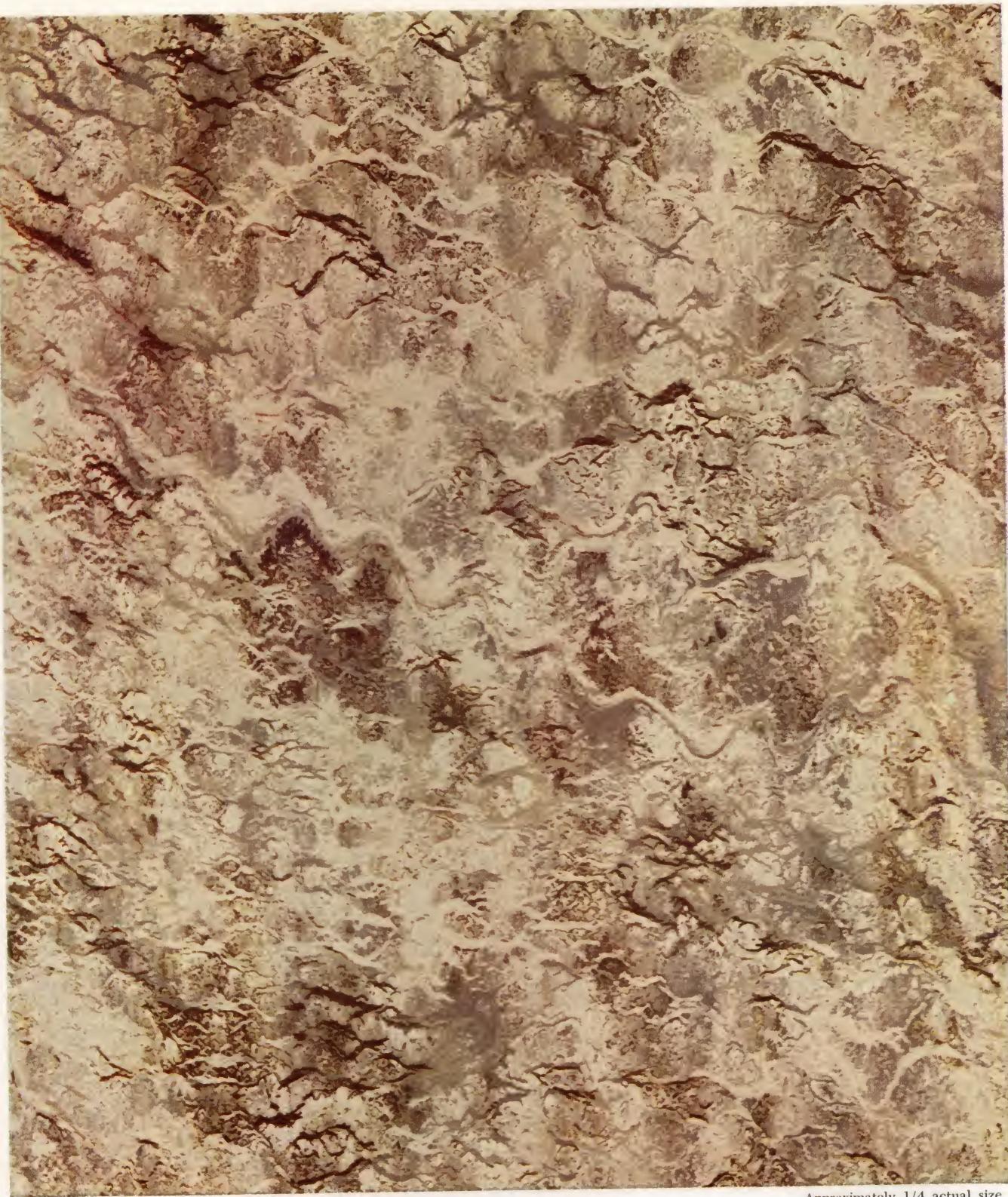


Approximately 1/4 actual size

Suggestive of the cool, natural coloring of Kentucky bluegrass, this pattern combines various shadings of green with warm ivory. Exceedingly serviceable, it is easily adapted to a wide range of uses in homes and large and small store areas—as well as in apartment lobbies, restaurants, theatres, and hospitals. Color schemes: see suggestions 2, 14, 21, and 24 on pages 214–215.

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 08**

**Heavy, Standard, and Light Gauge**  
**2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 09  
Heavy and Standard Gauge  
2 yards wide**

Creamy brown in color, this distinctive Marbelle can be used very effectively with a host of contrasting tones. A good basic color, it provides the foundation for an attractive room scheme in such places as kitchens, baths, and dining rooms, large and small stores, schools, restaurants, and other public buildings. Color schemes: see suggestions 1, 7, 9, 13, 21 on pages 214-215.



Approximately 1/4 actual size

This Marbelle pattern is delicately grained in tones of rich brown and tan, making it an easy floor to combine with such complementary colors as blue and green. Besides being suitable for use in homes, it is an excellent flooring for large and small stores, banks, clubhouses, schoolrooms, offices, and churches. Color schemes: see suggestions 1, 3, 17, and 25 on pages 214-215.

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 012**

**Heavy and Standard Gauge**  
2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 013  
Heavy and Standard Gauge  
2 yards wide**

Delphinium blue, flecked with black and white undertones, best describes the coloring of this Marbelle. Strikingly smart and practical for kitchens and bathrooms, it provides a floor that does not readily show footprints and is excellent for heavier traffic areas in stores, offices, and public buildings. Color schemes: see suggestions 3, 5, 10, 14, and 22 on pages 214-215.



Approximately 1/4 actual size

This striking Marbelle employs every color in the spectrum—blended in a variety of light and dark tones. These colors combine to form an all-purpose pattern suggesting an infinite number of highly colorful room schemes. Easy to keep clean looking, this pattern is excellent for both home and commercial uses. Color schemes: see suggestions 4, 12, 22, 23, 24, pages 214-215.

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 015**

**Standard and Light Gauge**

2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 016**

**Heavy, Standard, and Light Gauge**

2 yards wide

This white Marbelle, with its accents of black and Chinese red, produces an atmosphere of cleanliness and daintiness. It is light in over-all tone, yet its graining is strong enough to make it practical on almost any floor area. Its coloring is particularly useful in kitchens and bathrooms and in small stores. Color schemes: see suggestions 2, 9, 16, and 23 on pages 214-215.



Approximately 1/4 actual size

Rich terra-cotta tones, veined with black, ivory, and orange, blend together to produce this striking pattern, which can be used as the starting point for a variety of highly colorful room schemes. The strong, dominant effect of this Marbelle makes it especially desirable in places where showmanship is important. Color schemes: see suggestions 1, 6, 7, 11, 18 on pages 214-215.

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 017  
Heavy and Standard Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 018  
Heavy, Standard, and Light Gauge  
2 yards wide**

There's a feeling of spaciousness in this pearl gray Marbelle design with its delicate undertones of ivory and its restrained veinings of black. An extremely practical pattern, this floor is ideal for kitchens, halls, bathrooms, and for commercial and institutional floor areas subjected to unusually heavy traffic. Color schemes: see suggestions 2, 8, 11, 12, 19, 24 on pages 214-215.



Approximately 1/4 actual size

Highlighted by coral, with subtle grainings of light and dark taupe, this Marbelle provides a pleasing pastel effect. Rich in texture, it is easy to keep neat looking, shows little evidence of traffic, and is a residential as well as a commercial favorite wherever a clean and cheerful atmosphere is desired. Color schemes: see suggestions 9, 10, 13, 14, and 16 on pages 214-215.

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 019  
Standard and Light Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 021**

**Heavy, Standard, and Light Gauge**

2 yards wide

Marbleized black is always striking, always dignified—and in this particular pattern, accents of white have been combined with ebony black to give a tone of informality to an otherwise restrained coloring. Easily adapted to custom insets, this pattern is suitable for securing any number of smart floor effects. Color schemes: see suggestions 2, 11, 12, 15, 18, 20 on pages 214-215.



Approximately 1/4 actual size

The light golden tones of this Marbelle are ideally suited for use where a cheerful floor effect is desired. In homes, it is a good choice for living rooms, dining rooms, and bedrooms. In stores and shops, it effectively sets off merchandising displays without detracting from the appeal of individual items. For effective color schemes, see suggestions 3, 10, 17, 22, and 23 on pages 214-215.

**ARMSTRONG'S  
MARBELLE LINOLEUM**

**No. 023**

**Standard Gauge Only**

2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 027**

**Heavy, Standard, and Light Gauge**  
2 yards wide

This high style pattern, brilliantly veined in light and dark tones of Burgundy red, looks striking on any floor, residential or commercial. It provides an effective foil for a wide variety of contrasting colors and will add warmth to any floor where it is used—whether in homes, offices, stores, or institutions. Color schemes: see suggestions 1, 8, 9, 14, and 19 on pages 214-215.



Approximately 1/4 actual size

This pleasing pattern is noteworthy for its strong, rich marbling as well as for its harmonious blending of soft tones in beige and tan, highlighted with delicate shadings of red, green, and black veining. It is ideally suited for kitchens and baths in homes and also for use in commercial establishments of all types. Color schemes: see suggestions 4, 6, 21, 23, and 25 on pages 214-215.

### ARMSTRONG'S

### MARBELLE LINOLEUM

**No. 028**

**Heavy, Standard, and Light Gauge**

2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 030**  
**Heavy, Standard, and Light Gauge**  
2 yards wide

Eggplant, soft greens, and warm tangerine shadings on an ivory background are skilfully blended in this rich pattern. The subtlety of colors in the floor emphasizes its attractiveness and neatness. Its ability to reflect warmth and cheer makes it equally popular for home, institutional, and commercial usage. Color schemes: see suggestions 6, 11, 20, and 21 on pages 214-215.



Approximately 1/4 actual size

A warm, sunny feeling predominates in this marbleized pattern of blended shades of yellow on an ivory background. Its bright and cheerful appearance makes it ideal for powder rooms, kitchens, bathrooms, breakfast nooks, and sun porches. It is equally effective as a floor for smart shops, stores, and offices. Color schemes: see suggestions 6, 12, 15, 22, 24 on pages 214-215.

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 031**  
**Standard and Light Gauge**

2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 032**

**Heavy, Standard, and Light Gauge**  
2 yards wide

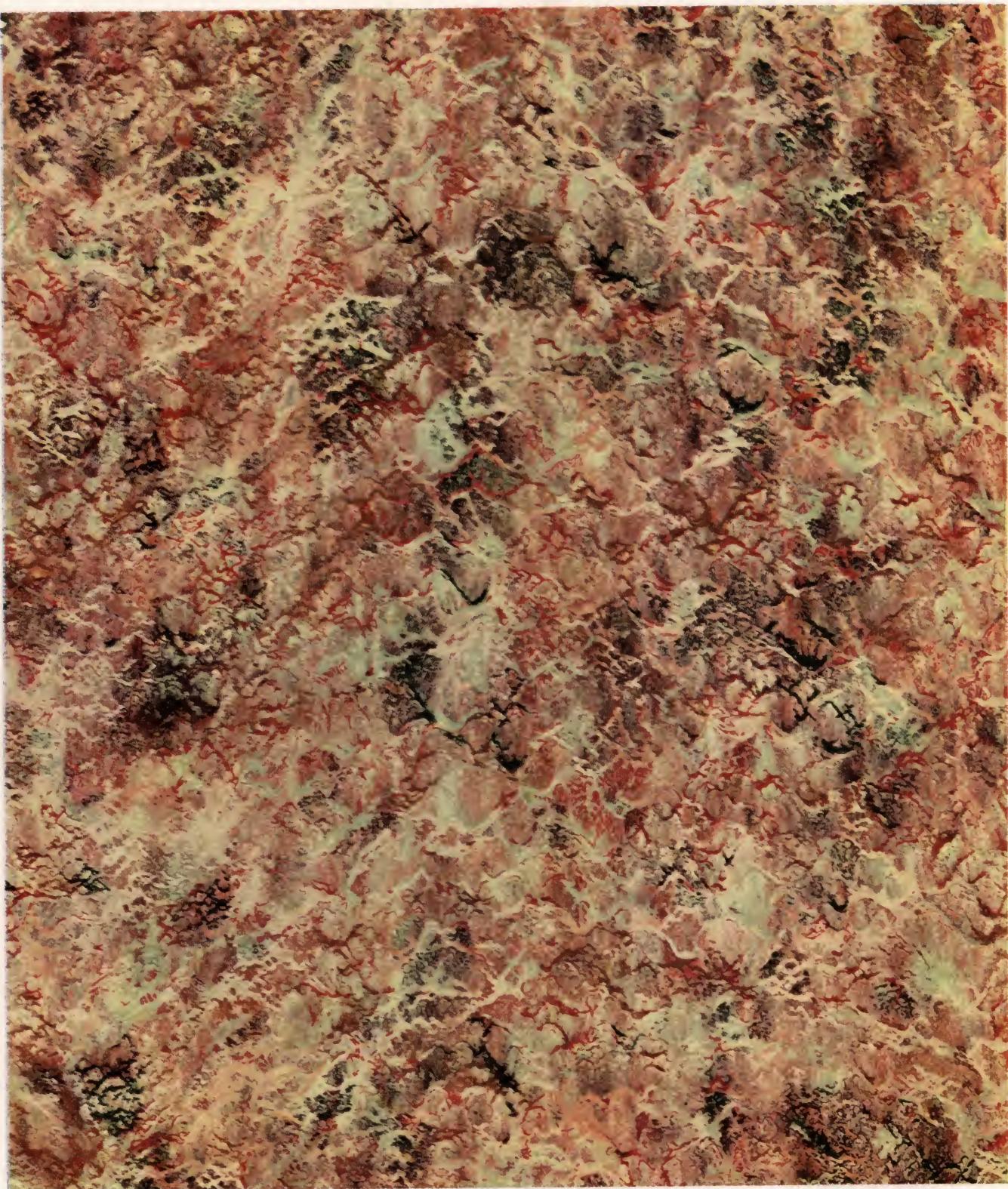
This crisp white and black Marbelle pattern, veined with cream, reflects all the dignity, quality, and cleanliness of marble. Because of its smart and dignified appearance, this floor is equally suited for home and business interiors, including kitchens and bathrooms, stores of all types, and public institutions. Color schemes: see suggestions 2, 4, 5, 9, 12, 16 on pages 214-215.



Approximately 1/4 actual size

Closely spaced veins of burnt umber, black, mahogany, and tan are blended to form this richly decorative pattern. Because of its ability to hide footprints, this Marbelle is a practical choice where tracked-in dirt is a problem. It is suitable for many types of floors in homes as well as in stores, offices, tearooms, lobbies. Color schemes: see suggestions 1, 8, 13, 21, 25 on pages 214-215.

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 033  
Heavy and Standard Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 034  
Heavy, Standard, and Light Gauge  
2 yards wide**

In this Marbelle pattern, softly blended tones of rust, green, tan, and black combine to produce an unusual multi-color effect. It can be used widely for both residential and commercial floors. The color and graining help to camouflage footprints and thus make this an ideal floor for almost any heavily used traffic areas. Color schemes: see suggestions 7, 11, 18, 25 on pages 214-215.



Approximately 1/4 actual size

The neutral silver gray of this Marbelle makes it suitable for use in many residential interiors, either alone or with other patterns. For small specialty stores and shops for women, it is dignified, distinctive, and practical. And Marbelle is a logical choice for offices, lounges, and waiting rooms, too. For varied types of color schemes, see suggestions 4, 6, 8, 12, and 20 on pages 214-215.

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 036**

**Standard Gauge Only**

2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
MARBELLE LINOLEUM  
No. 037  
Standard Gauge Only  
2 yards wide**

This soft, cool green is a color which readily lends itself to high-style interior decoration. It's a charming floor color for living room, dining room, or bedroom, a handsome floor for shops, offices, and specialty stores. It gives almost the effect of a solid color, yet the marbleization conceals everyday dirt and dust. For color schemes, see suggestions 4, 6, 13, and 18 on pages 214-215.



ARMSTRONG'S  
EMBOSSED  
INLAID  
LINOLEUM

## **ARMSTRONG'S EMBOSSED INLAID LINOLEUM**

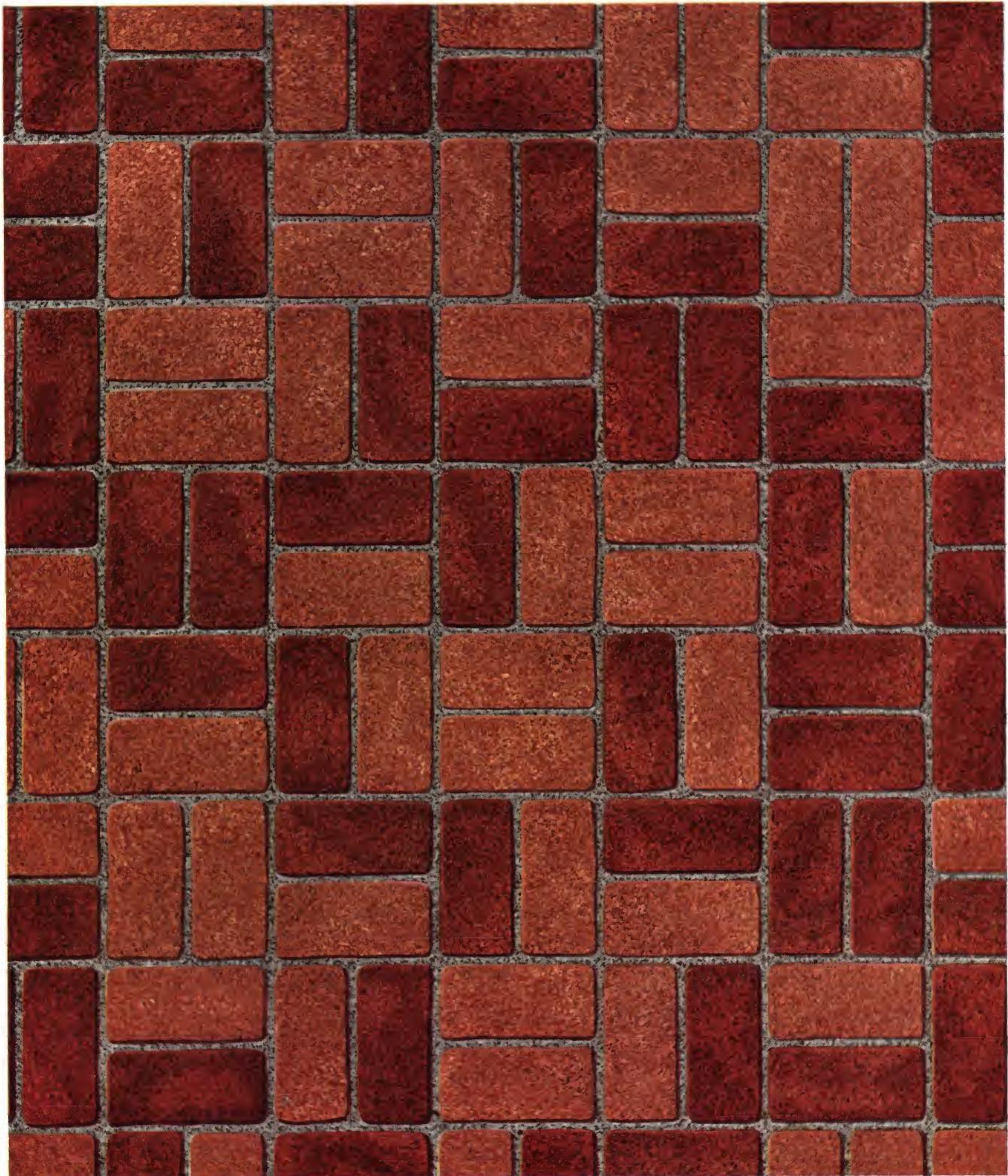
Embossed Inlaid Linoleum is an exclusive Armstrong product that has certain portions of the design depressed slightly so that other portions seem to stand out in relief. Another characteristic of Armstrong's Embossed Inlaid Linoleum is the mottled and shaded colors that are employed. Upon close examination it will be seen that each color tone in the pattern is created by a mixture of tiny flecks of bright color. This gives the finished linoleum unusual richness of appearance.

In the manufacture of Embossed Inlaid Linoleum, finely ground linoleum mix is arranged on the backing material in the proper pattern by a series of stencils. When all the colors of the design have been filled in, the mix is fused to the backing by the combined action of powerful hydraulic presses and controlled intense heat. A final pressing gives this linoleum its embossed appearance. As the linoleum passes through the press, parts of the design are depressed in such a way that other parts of it appear to be on several different levels of relief. This unusual effect, which is an exclusive feature of Armstrong's Embossed Inlaid, gives this linoleum special advantages in both appearance and serviceability.

Armstrong's Embossed Line offers a variety of colorful patterns ranging from old-world tile effects to modern, high style decorators' designs. Shaded blocks and variegated backgrounds add realism and depth to the patterns and, at the same time, help to camouflage footprints. Since the Armstrong process of Streamlined and Multi-plane embossing eliminates all sharp edges and deep crevices which might catch and hold dirt, cleaning Armstrong's Embossed Inlaid Linoleum is not difficult.

Where subfloors are slightly uneven, embossed inlaid is a particularly wise choice because the embossing breaks up the smooth surface of the material and tends to conceal minor subfloor irregularities.

Armstrong's Embossed Inlaid is made in two thicknesses—Heavy ( $\frac{1}{8}$ ") on burlap backing and Standard ( $\frac{3}{32}$ ") on Armofelt backing.



Approximately 1/4 actual size

In this pattern, interesting blocks of terra cotta and brick-red are separated by gray embossed mortar lines creating a design that captures the spirit of fine tile floors. Each brick-red section in the design is shaded to give a third dimensional appearance. This lovely floor has found wide demand in both shops and homes. Color schemes: see suggestions 3, 6, 7, 17, 18, on pages 214-215.

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 6260  
Heavy Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 6271  
Heavy Gauge  
2 yards wide**

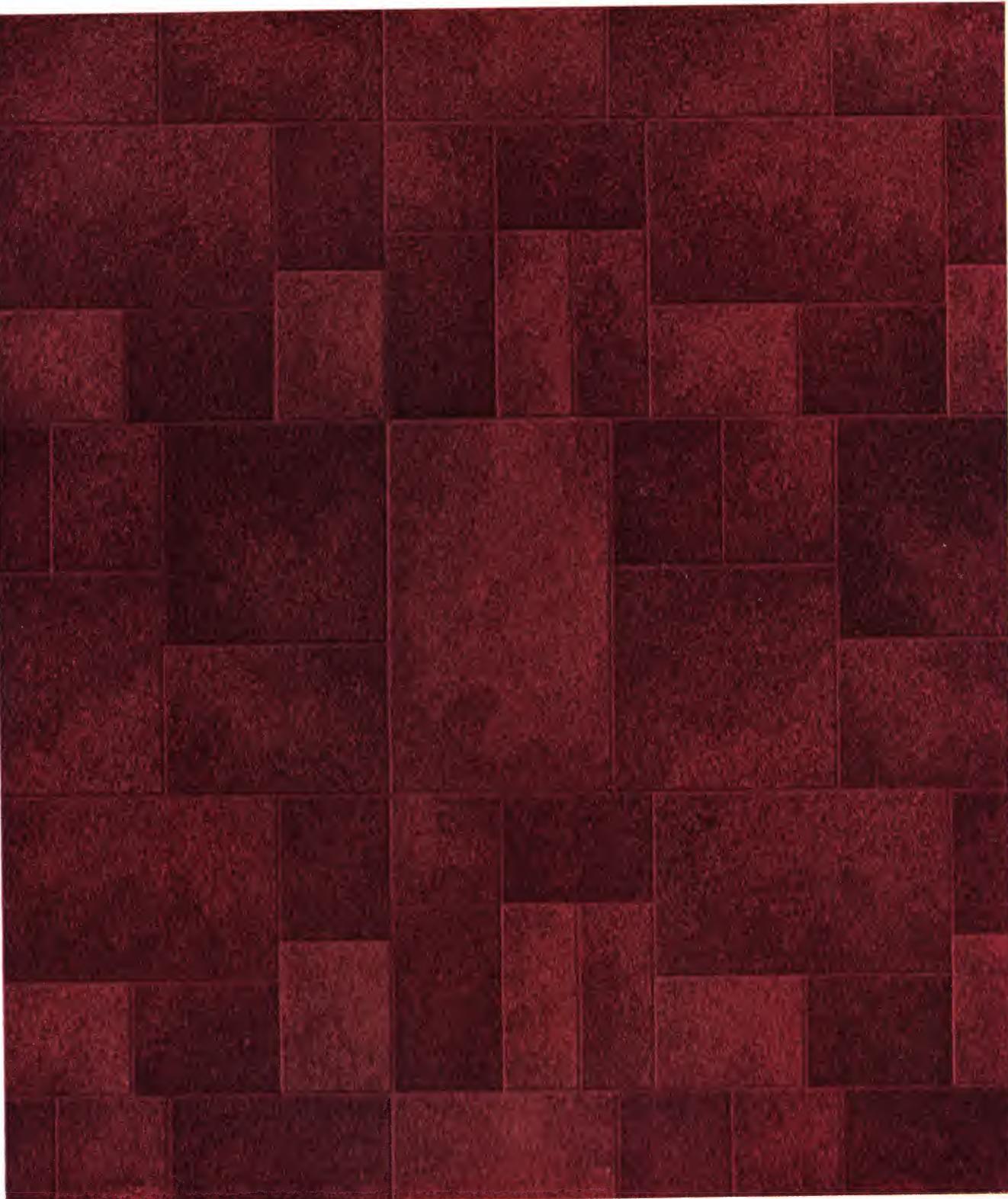
The warmth and cheer of this Old World tile pattern is derived largely from its shaded irregular blocks of wine, red, brown, and terra cotta set off by mottled gray interliners. Its streamlined embossing simplifies cleaning and makes this pattern highly desirable for fine homes as well as for commercial floor areas. Color schemes: see suggestions 3, 11, 17, 18, 21 on pages 214-215.



Approximately 1/4 actual size

The crisp, harmonious arrangement of brown blocks in this rectangular tile pattern gives it the appearance of a fine cork floor. The shaded embossed blocks are blended into the design, producing a two-tone pattern that has proved popular as a restrained and dignified floor for homes, offices, and stores. Color schemes: see suggestions 1, 3, 7, 13, 17, 21 on pages 214-215.

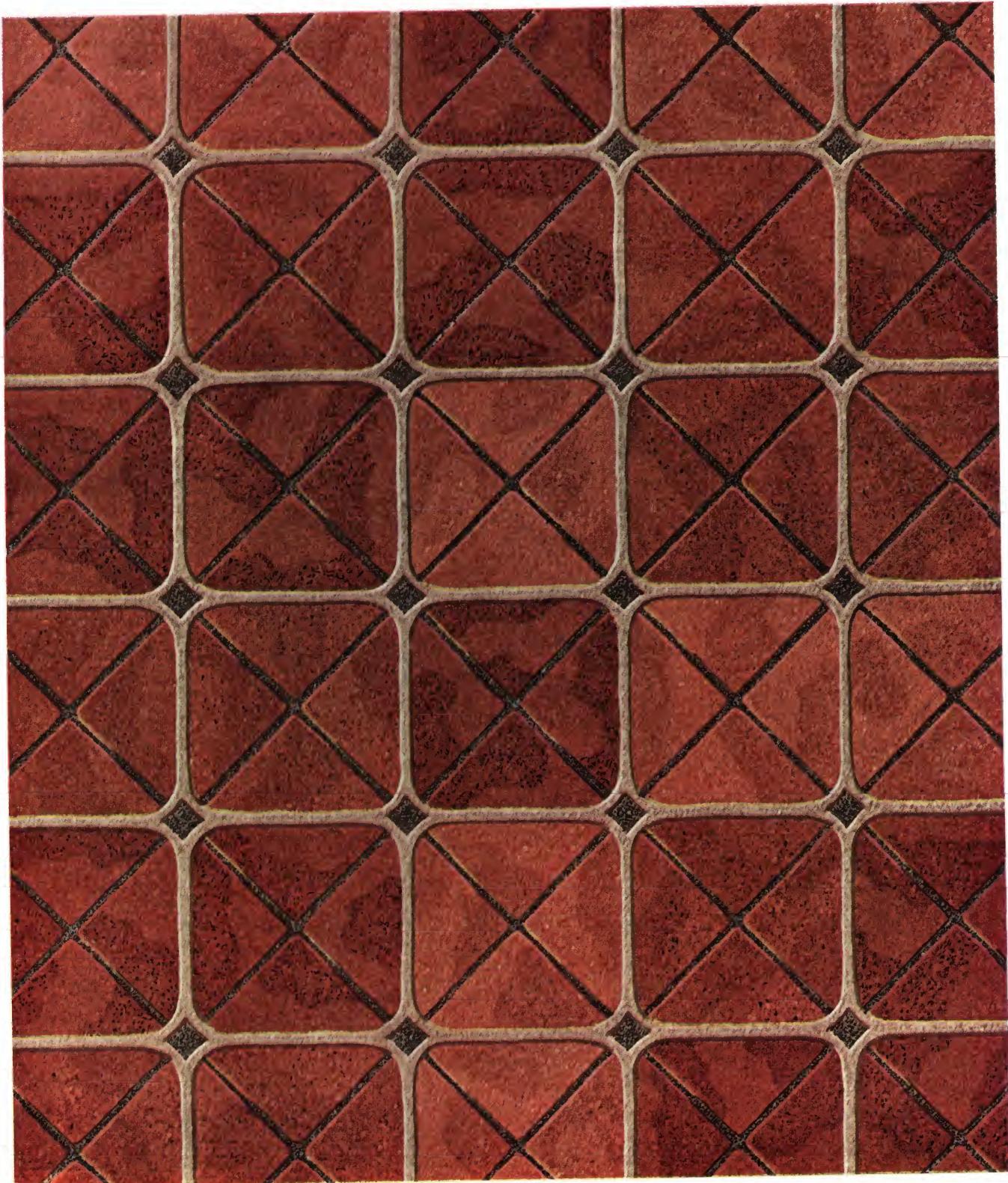
**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 6280  
Heavy Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 6284  
Heavy Gauge  
2 yards wide**

Deftly shaded tones of Burgundy add dignity and depth to this somewhat formal design. The rich light-and-shadow effects help conceal traffic marks and, at the same time, enhance the beauty of the pattern. Furnishings preferably should be neutral or complement this floor rather than be in contrast to it. Color schemes: see suggestions 4, 8, 14, 19, 21 on pages 214-215.



Approximately 1/4 actual size

This rich terra cotta pattern features a smart tile effect in which black diagonal interliners crisscross the square red blocks. Sandstone mortar lines around each unit are tied together with diamond-shaped corner pieces. The design is suitable not only for use in homes but also for general commercial use. Color schemes: see suggestions 1, 3, 11, 17, 18 on pages 214-215.

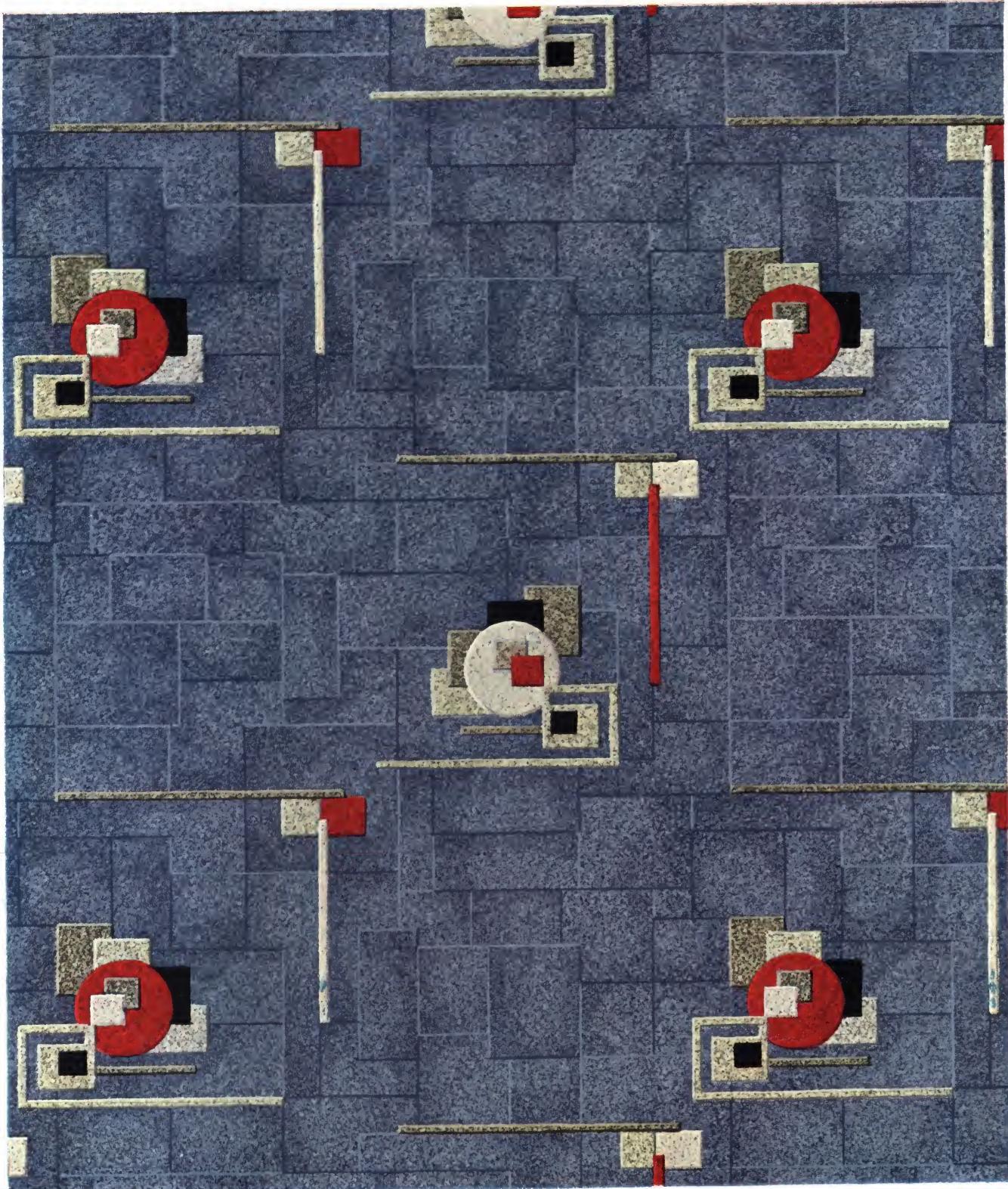
**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 6310  
Heavy Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 6350  
Heavy Gauge  
2 yards wide**

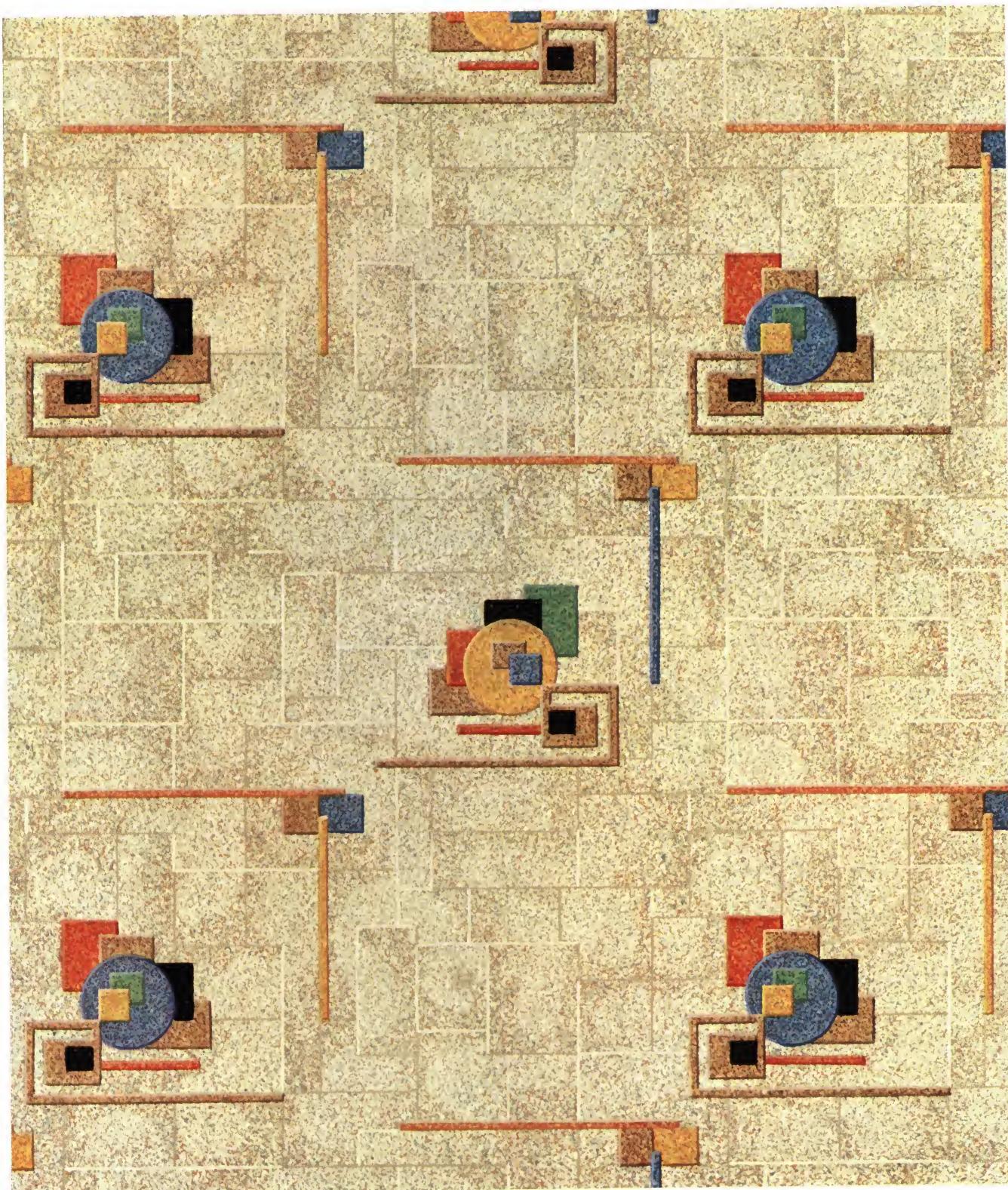
This pattern has several distinct decorative advantages. Its design is small-scale, crisp, regular—features which recommend it for use with modern furnishings and in any type of interior, commercial or residential, where a striking floor is desired. A nice balance between bright and neutral tones has been achieved. Color schemes: see suggestions 2, 4, 5, 15, and 23 on pages 214-215.



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 6391  
Heavy Gauge  
2 yards wide**

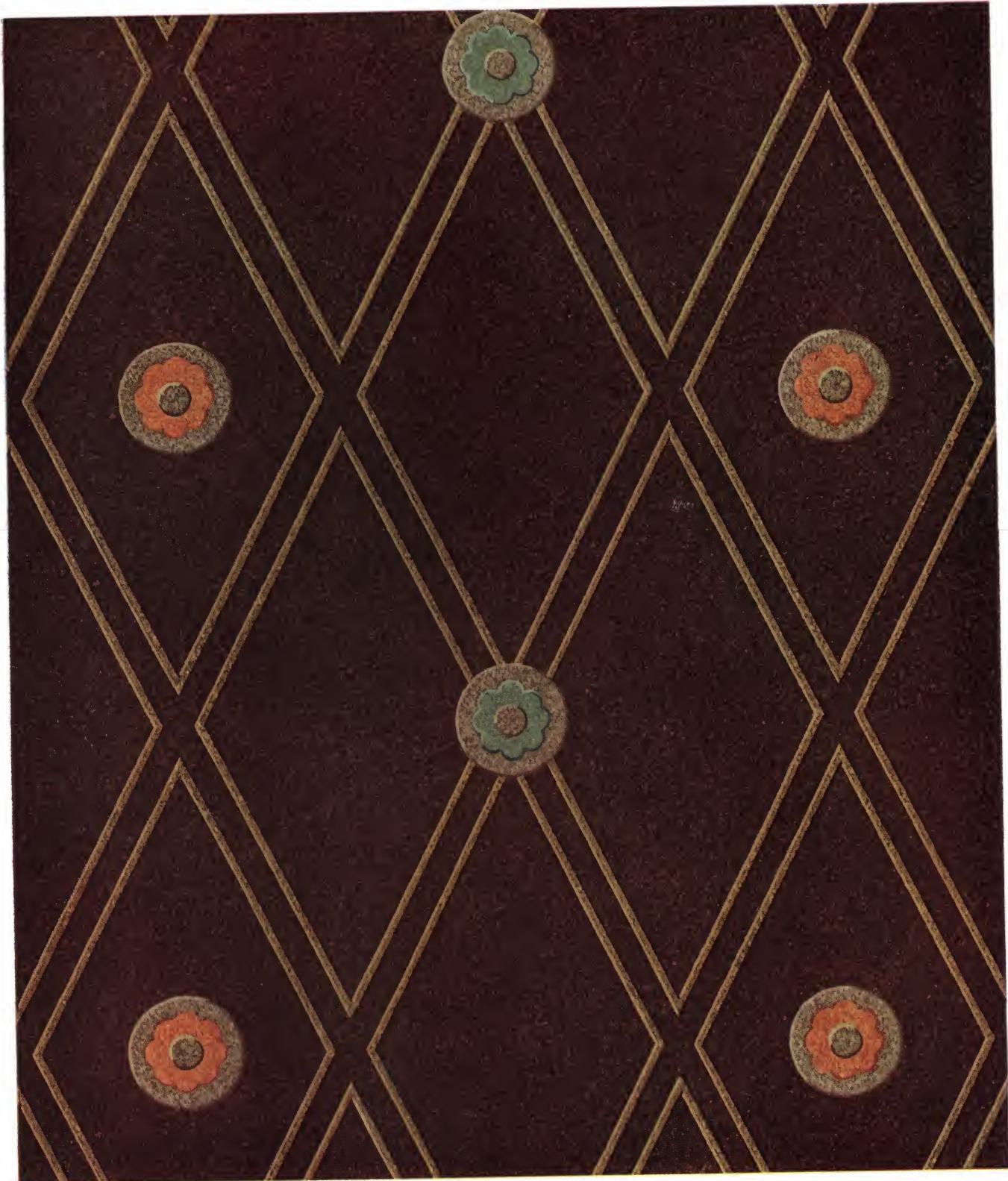
Red, white, and blue predominate in this pattern—making it an effective floor for kitchens, baths, and other room interiors where a patriotic color scheme is used. Modern geometric accent blocks, appearing at regular intervals on an allover blue tile ground, create the appearance of a custom-designed floor. Color schemes: see suggestions 2, 5, 10, and 23 on pages 214-215.



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 6392  
Heavy Gauge  
2 yards wide**

Here is a colorful embossed pattern that can be used equally well in homes, large and small stores, and other types of interiors. The neutral, sand-toned ground is a perfect foil for the disc and key figures in gold, blue, orange, green, tan, and black. The skillful embossing serves to accentuate both pattern and texture. Color schemes: see suggestions 3, 7, 17, 21, 22 on pages 214-215.



Approximately 1/4 actual size

This rich, dignified pattern, with its soft eggplant background and interesting design in gold, apple green, burnt orange, and taupe, is perfectly suited for smart shops, living rooms, dining rooms, libraries, and bedrooms. Its design is enhanced by the third-dimensional effect of the multiplane embossing. Color schemes: see suggestions 10, 21, 25 on pages 214-215.

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM**

**No. 6410**

**Heavy Gauge**

2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 6411  
Heavy Gauge  
2 yards wide**

Designed in the classical tradition, this richly textured pattern presents many decorating possibilities. The green-gold diamond design with rosettes of taupe and jade green set against a warm terra cotta background makes this flooring ideal for living rooms, dining rooms, powder rooms, sunporches, and restaurants. Color schemes: see suggestions 17, 20, 21 on pages 214-215.



Approximately 1/4 actual size

A contrasting background in shades of brown, tan, and beige emphasizes the colorful tiles and accent lines of this handsome pattern. The multiplane embossing serves further to heighten the effect of the design. Streamline embossing keeps dirt from collecting in the depressed areas. This pattern is especially practical for residential use. Color schemes: see suggestions 21 and 23 on pages 214-215.

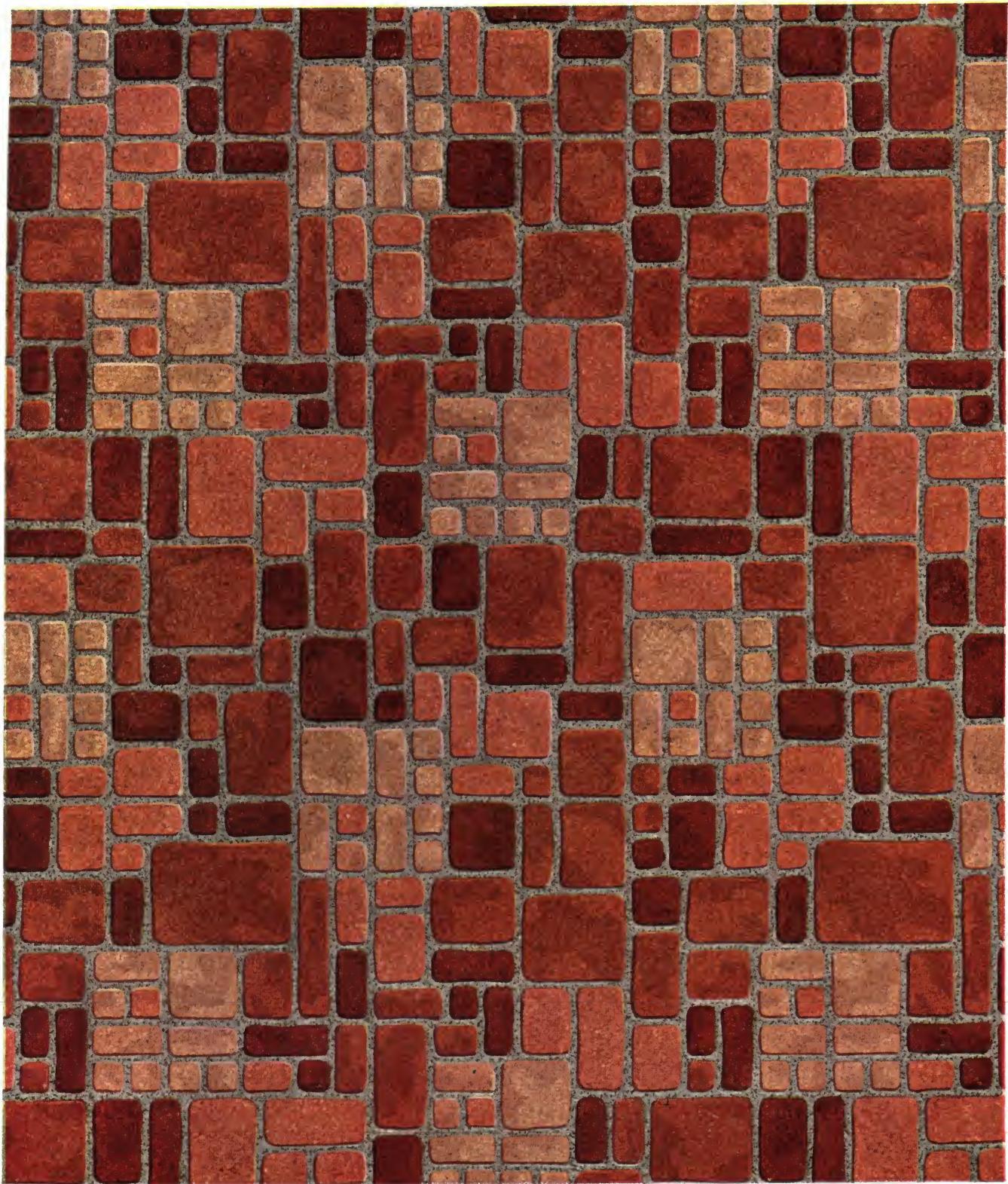
**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5340  
Standard Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5341  
Standard Gauge  
2 yards wide**

Mottled shades of ivory, gray, and black are combined to give a distinctive appearance to the background of this modern tile pattern. An intriguing interplay of rectangular color accents in Chinese red, goldenrod yellow, and willow green adds a bright touch to the floor and makes it excellent for kitchens and bathrooms. Color schemes: see suggestions 5 and 15 on pages 214-215.



Approximately 1/4 actual size

The friendly informality of this pattern combined with its rich tones, ranging from tan to terra cotta red, has made it a popular and widely used favorite among embossed inlaid designs. Its random size, rectangular shaped blocks have been laid in a cheerful tile design that offers wide decorative possibilities. Color schemes: see suggestions 3, 6, 7, 17, and 20 on pages 214-215.

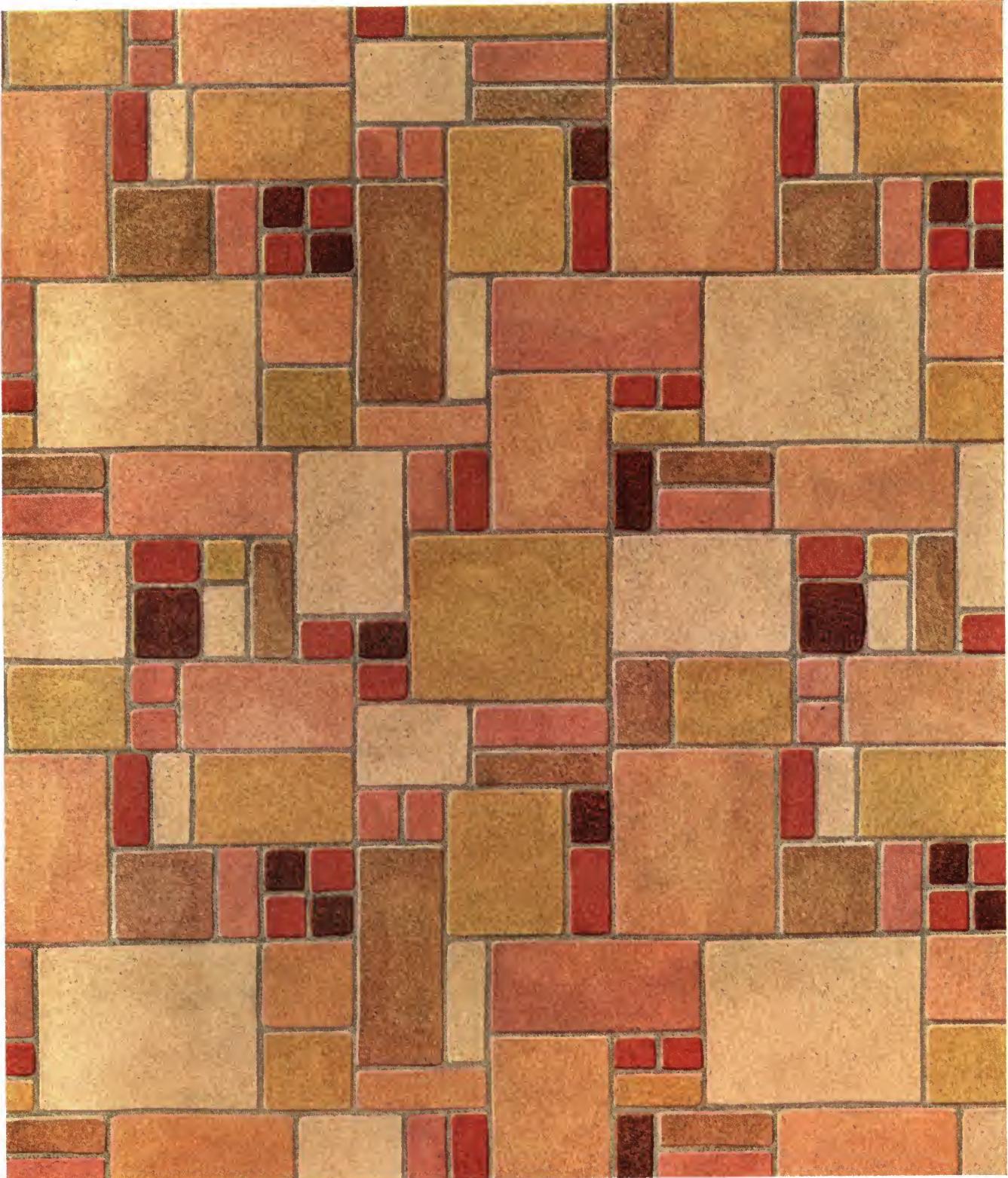
**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5352  
Standard Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5400  
Standard Gauge  
2 yards wide**

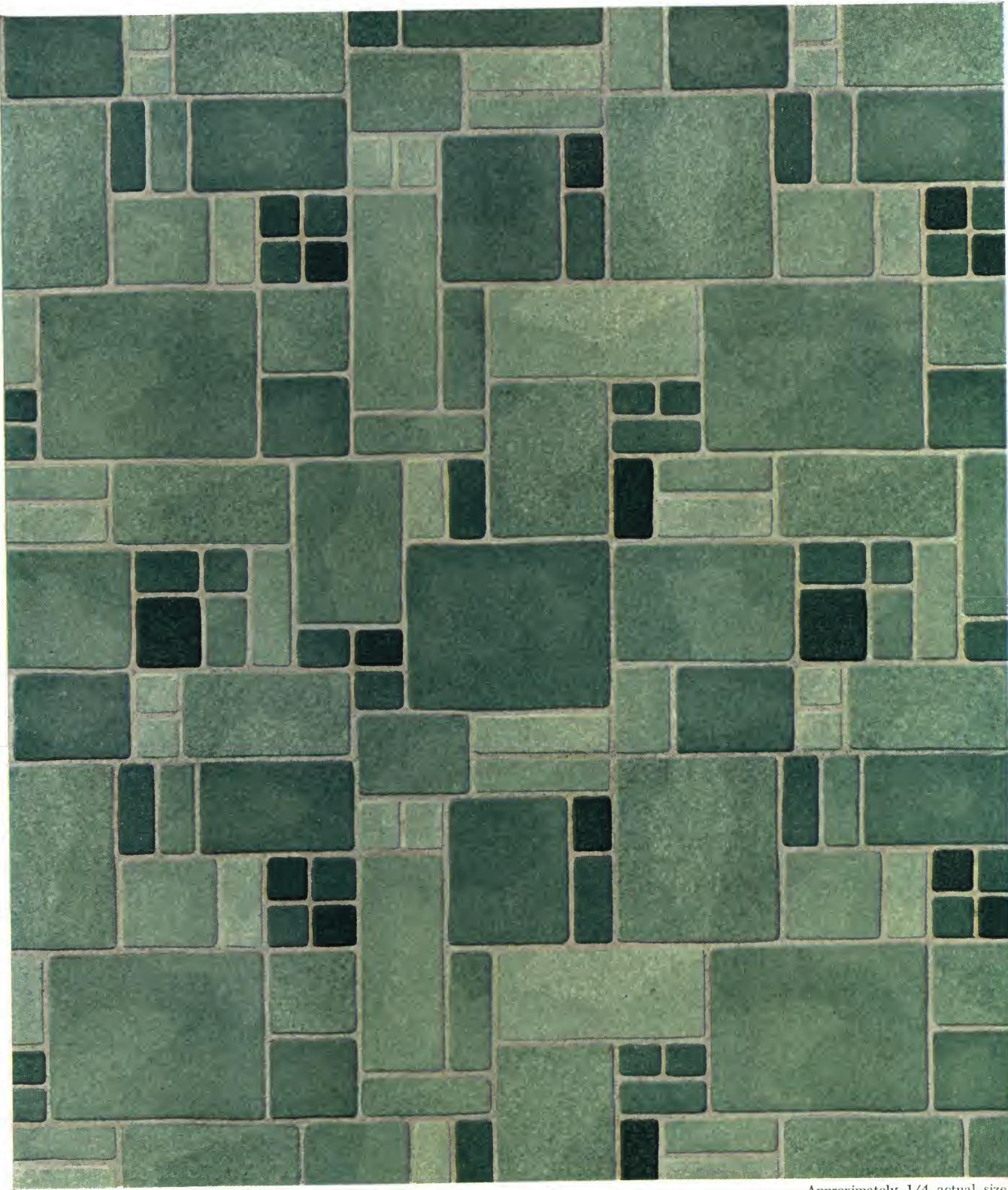
The warm mellowness of Old World tile floors is duplicated in this embossed inlaid design. Its tan mortar lines and its terra cotta reds are basic colors around which a wide variety of color schemes can be planned. The design is well suited to entry halls, living rooms, dens, and kitchens and for general commercial use. Color schemes: see suggestions 1, 3, 11, 17, 18 on pages 214-215.



Approximately 1/4 actual size

Warm tones reminiscent of Spanish tile dramatize this embossed inlaid pattern with its shaded square and rectangular blocks in gold, tan, rose, red, and terra cotta. Cement-gray interliners frame the random shaped blocks and unify the various pastel colors. This pattern offers wide and rich decorative possibilities. Color schemes: see suggestions 3, 7, 11, 13, 14 on pages 214-215.

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5730  
Standard Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5731  
Standard Gauge  
2 yards wide**

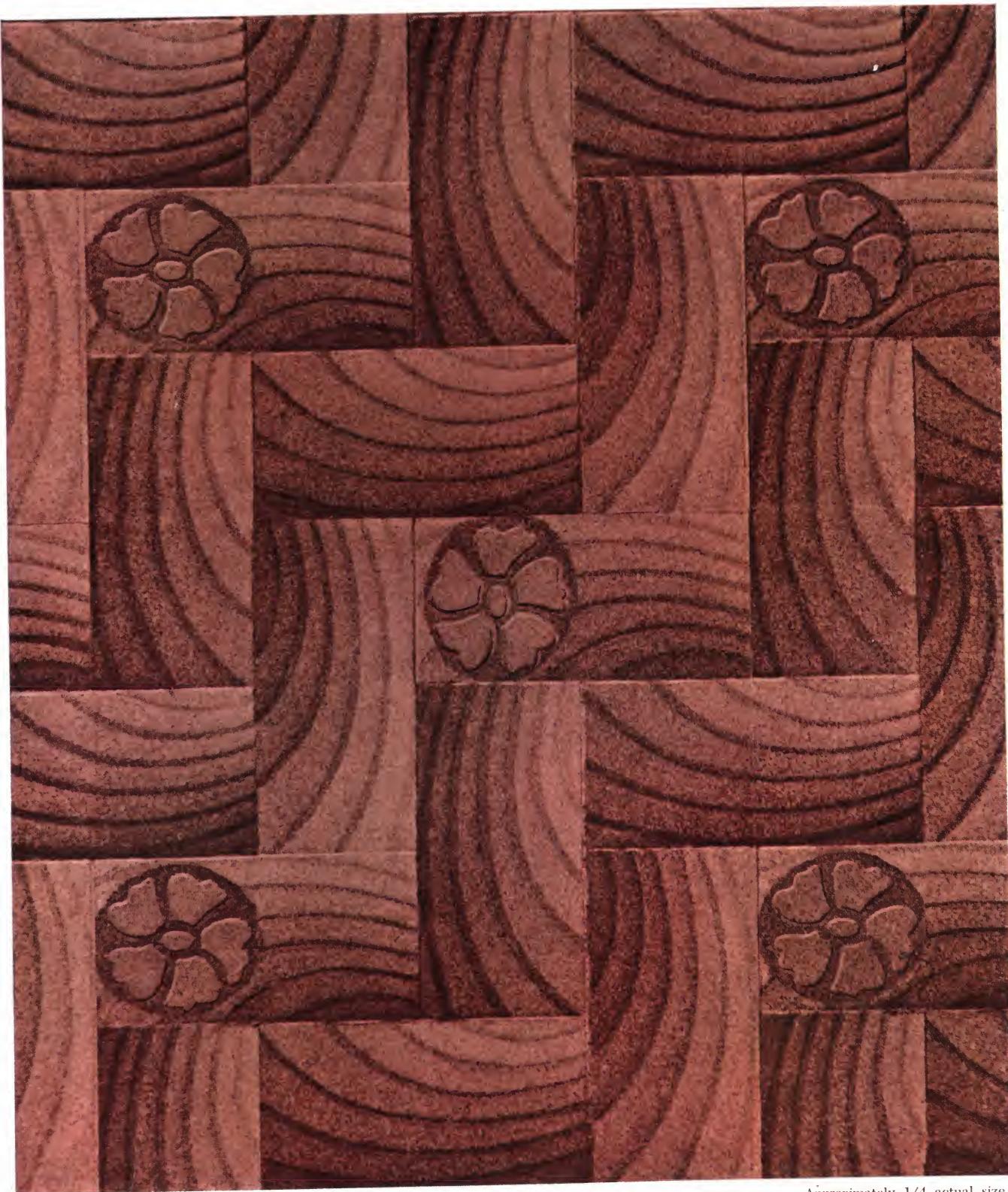
Several gradations of the same green color are used in this random tile pattern. Square and rectangular shaded blocks are separated by cement-gray interliners which provide an attractive third dimensional effect. Suitable for many rooms in the home, this floor also has wide commercial possibilities. Color schemes: see suggestions 4, 6, 13, 20, 21, 24 on pages 214-215.



Approximately 1/4 actual size

This richly decorative embossed pattern draws its inspiration from the fine sculptured fabrics that are so popular today. Featuring muted tones of blue, this design provides a smart floor not only for living rooms, halls, bedrooms, dens, and other rooms in the home but also for smart shops and stores. Color schemes: see suggestions 3, 5, 14, 19, and 22 on pages 214-215.

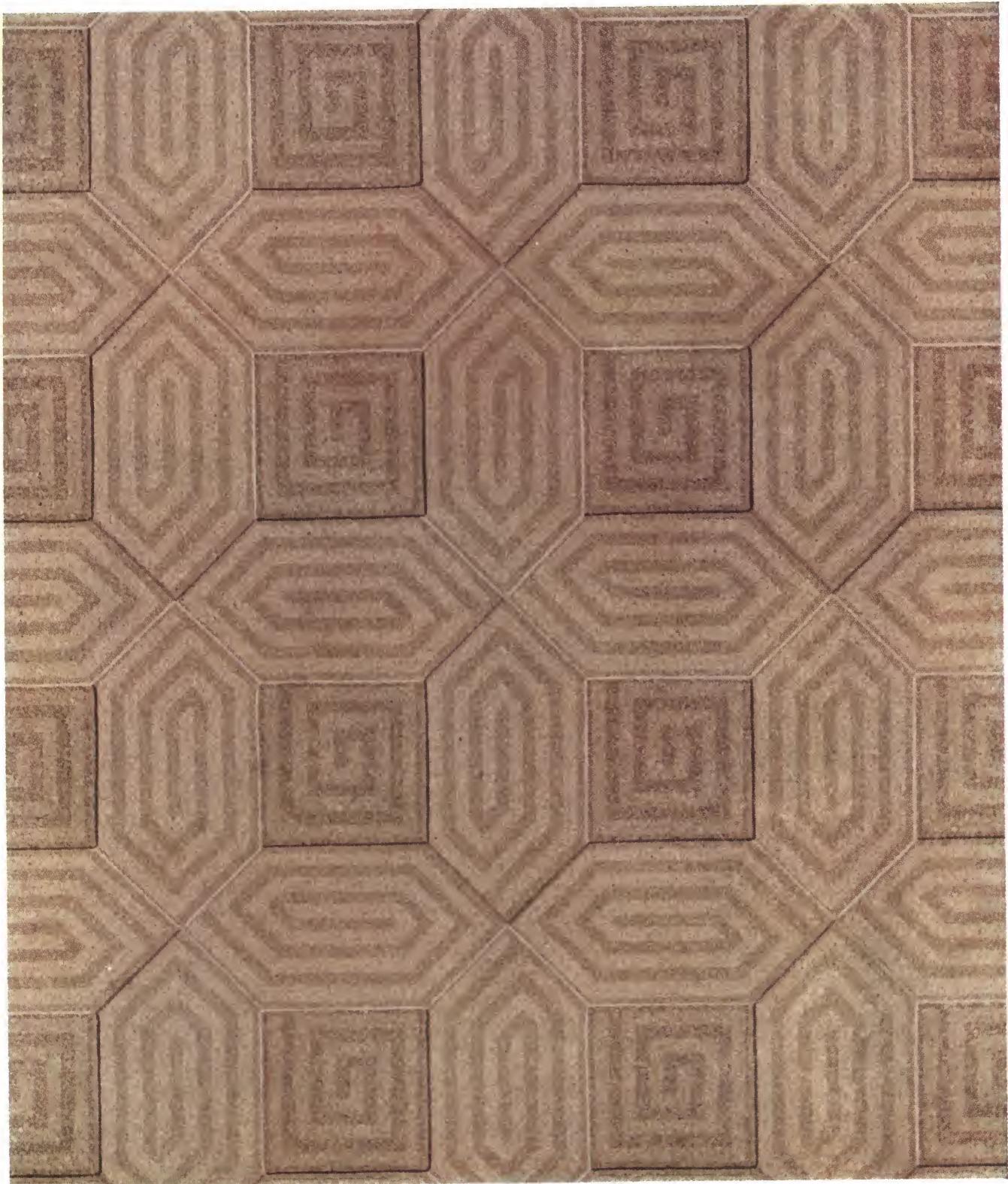
**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5740  
Standard Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5741  
Standard Gauge  
2 yards wide**

Handsome inset figures are combined with textured rectangular blocks in this pattern that is styled for use in fine homes and in smart shops and other retail establishments. The embossing serves further to accentuate the texture of the design, while the soft shades of mulberry add to its unusual style appeal. Color schemes: see suggestions 1, 14, 17, 19, and 21 on pages 214-215.



Approximately 1/4 actual size

In this pattern, a simple basic motif is given distinction by the subtle shading and by the pleasing arrangement and spacing of the design. Highly decorative, it is designed for homes as well as for shops. The soft, muted tones of fawn, tan, and beige form a neutral background for traditional or modern interiors. For color schemes: see suggestions 1, 3, 7, 11, 13, and 25 on pages 214-215.

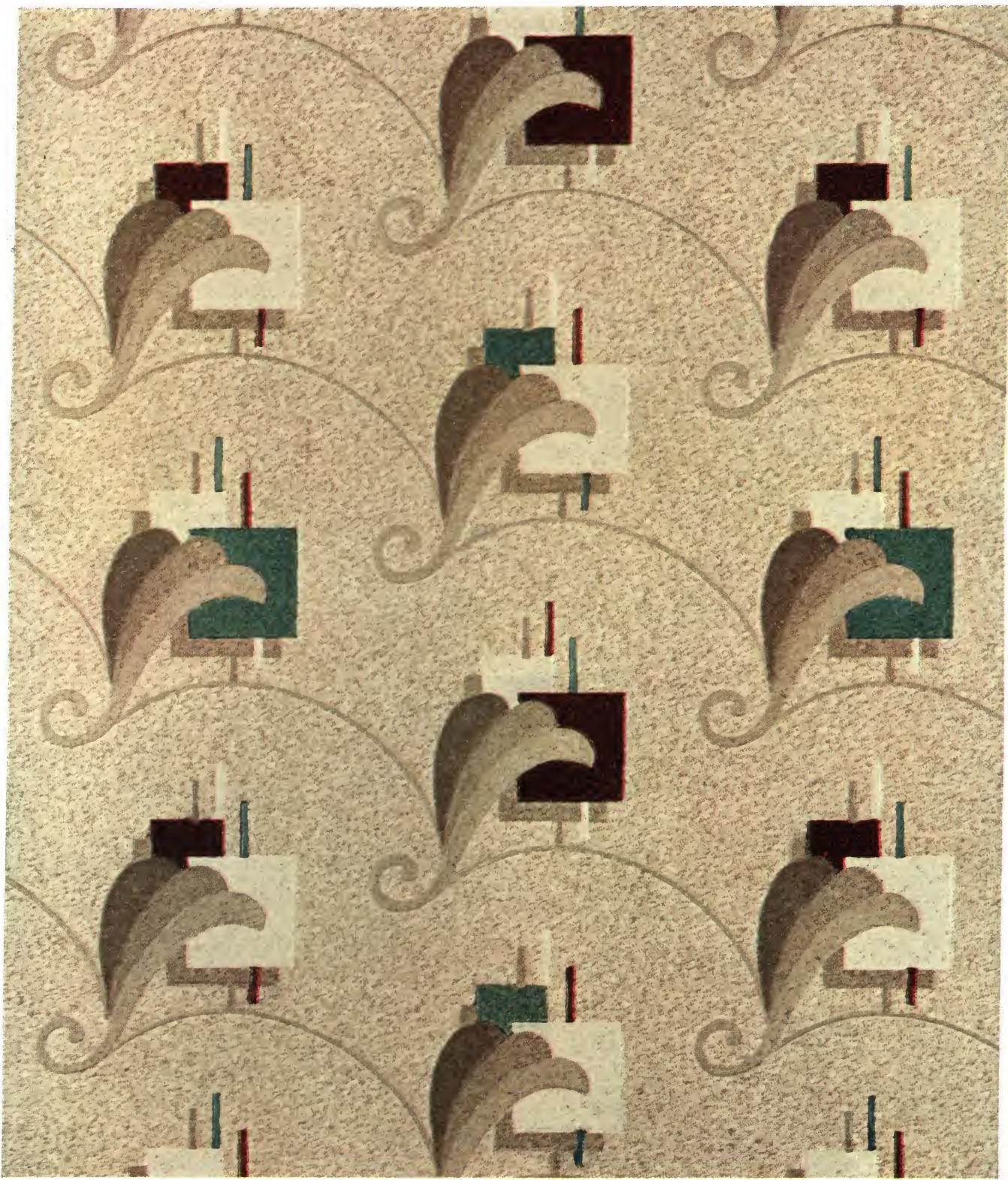
**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5750  
Standard Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5751  
Standard Gauge  
2 yards wide**

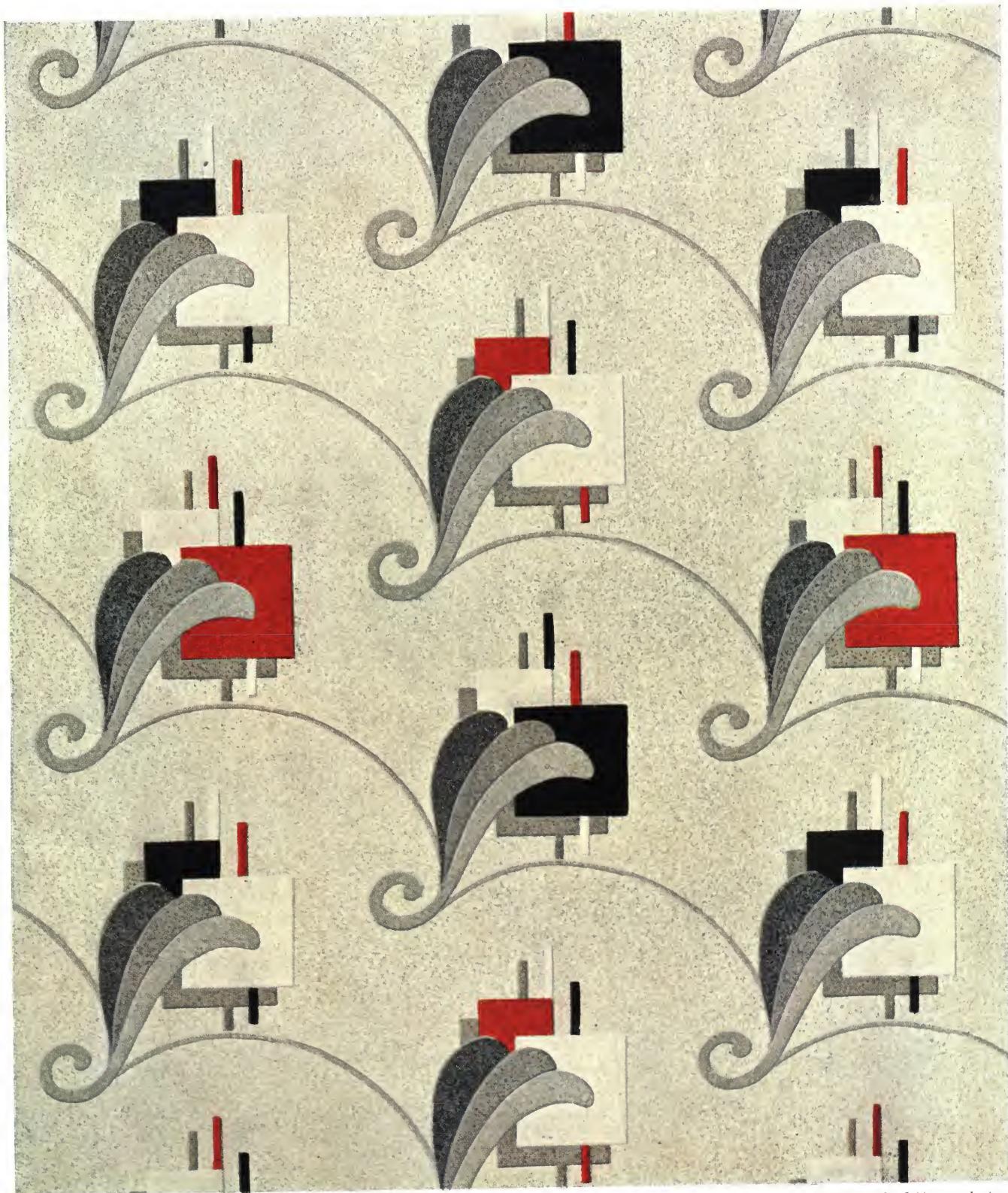
The rich jade coloring makes this Embossed pattern a smart choice for homes or for women's shops. The pleasing arrangement of the simple motif, the shading of the coloring, and the feeling of texture lent by multiplane embossing combine to give this pattern an unusual amount of charm and character. For color schemes: see suggestions 4, 6, 13, 14, 19, 21 on pages 214-215.



Approximately 1/4 actual size

In this pattern, the basic motif is composed of classic cockle-shells joined with curved lines. This design is set against a live-toned background of muted fawn. Although designed principally for homes, its accents of cool green and brown make it especially suitable for modern interiors of smart shops. See color scheme suggestions 13, 17, 21, 25 on pages 214-215.

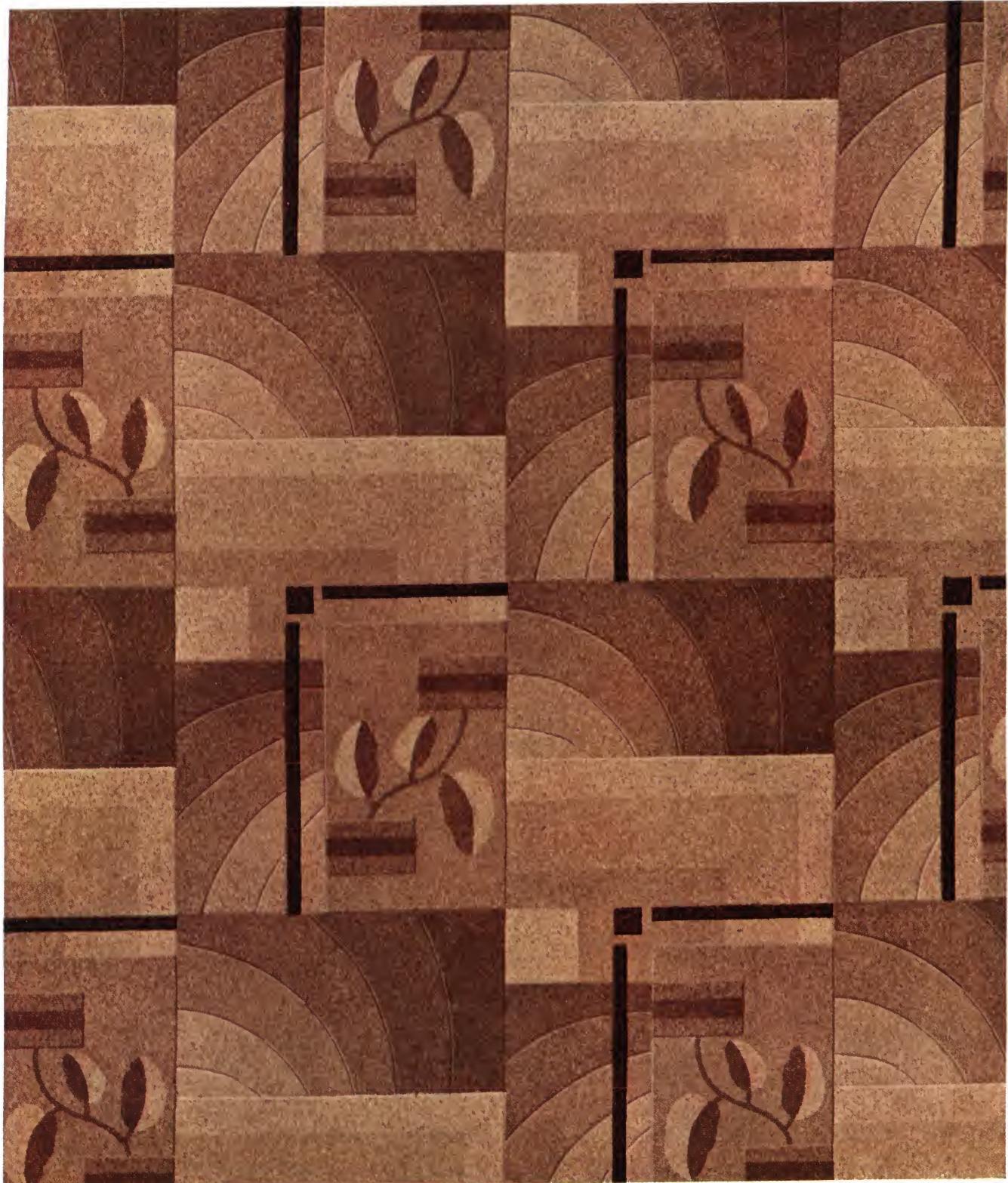
**ARMSTRONG'S  
EMBOSSSED INLAID LINOLEUM  
No. 5760  
Standard Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5761  
Standard Gauge  
2 yards wide**

The cool grays with accents of red and black in this Embossed pattern make it an ideal choice for tasteful, modern interiors. The classic cockleshell, however, is equally good with period decoration. Multiplane embossing adds charm and distinction to the design motif and gives the pattern a rich textured appearance. Color schemes: see suggestions 2, 18, 20, 23, and 24 on pages 214-215.



Approximately 1/4 actual size

Subtle tone-on-tone coloring of browns and soft tans and softly swirled lines in the design make this pattern an excellent choice for distinctive interiors. The geometric pattern of blocks is softened by the curved lines within the blocks. A modern note is added by the conventionalized leaf motif in the design. Color schemes: see suggestions 1, 9, 13, 17, 19, and 21 on pages 214-215.

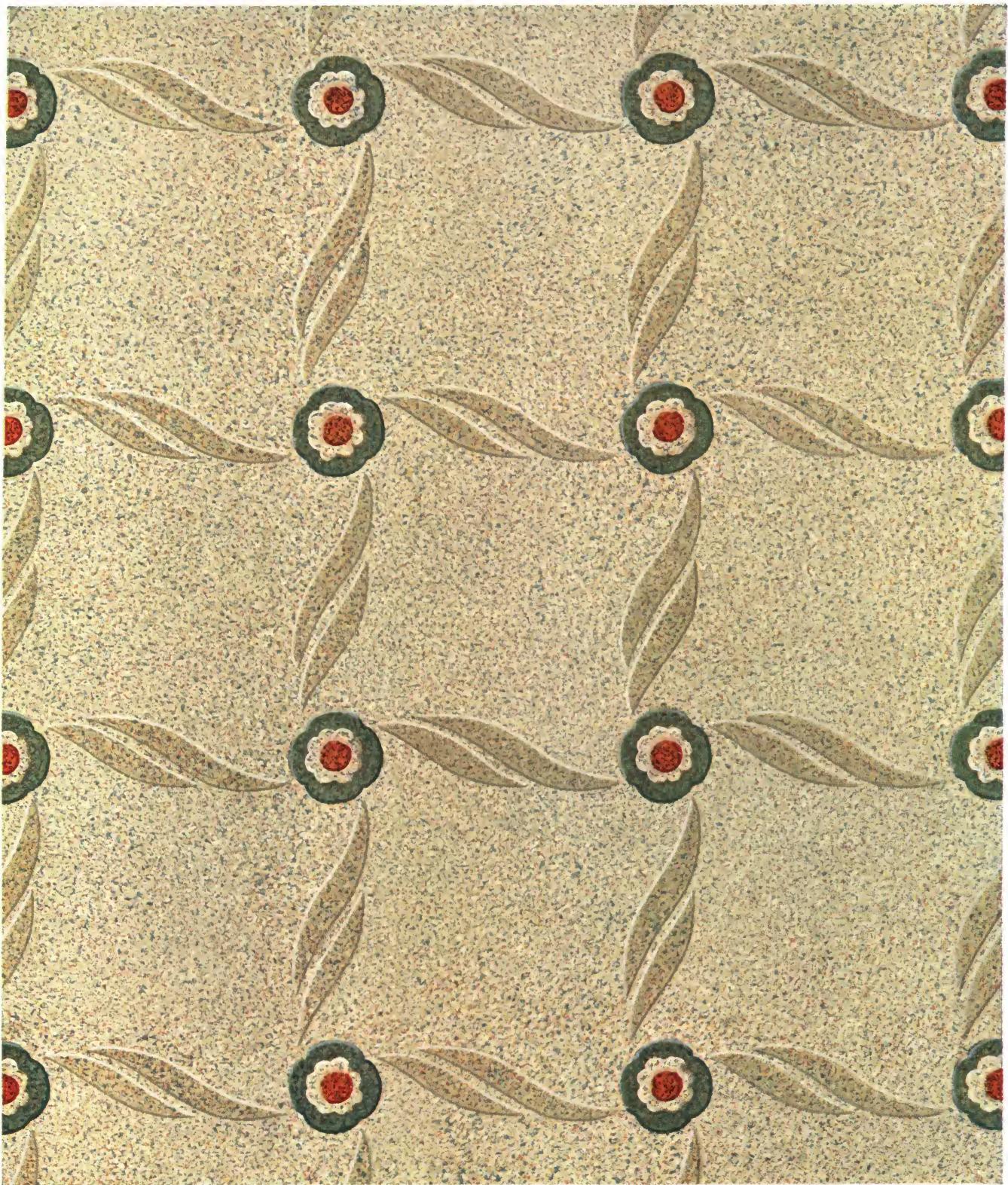
**ARMSTRONG'S  
EMBORESSED INLAID LINOLEUM  
No. 5770  
Standard Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5771  
Standard Gauge  
2 yards wide**

The cool green of this pattern, with its subtle gradations in tone, will lend smartness and distinction to any interior. The curved lines of fluting within the blocks and the stylized leaf design are given added beauty by multiplane embossing. The pattern is well suited to homes and to shops where top styling is demanded. Color schemes: see suggestions 7, 9, 12, 19, and 21 on pages 214-215.



Approximately 1/4 actual size

Using a classic Greek spiral motif for the main design theme, this unusual pattern adapts itself well to both modern and period interiors. The polychrome background provides a neutral tan setting for the apple green and copper rosettes. The mottled effect makes tracked in dirt and dust less conspicuous. Color schemes: see suggestions 17, 21, and 25 on pages 214-215.

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5780  
Standard Gauge  
2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
EMBOSSED INLAID LINOLEUM  
No. 5781  
Standard Gauge  
2 yards wide**

This lovely contemporary pattern was especially designed for use in kitchens as well as living rooms, powder rooms, dining rooms, and commercial establishments such as women's shops and restaurants. The light blue textured background is dramatically highlighted by the classic spirals in darker blue and the beige and orange rosettes. Color schemes: see suggestions 3 and 22 on pages 214-215.



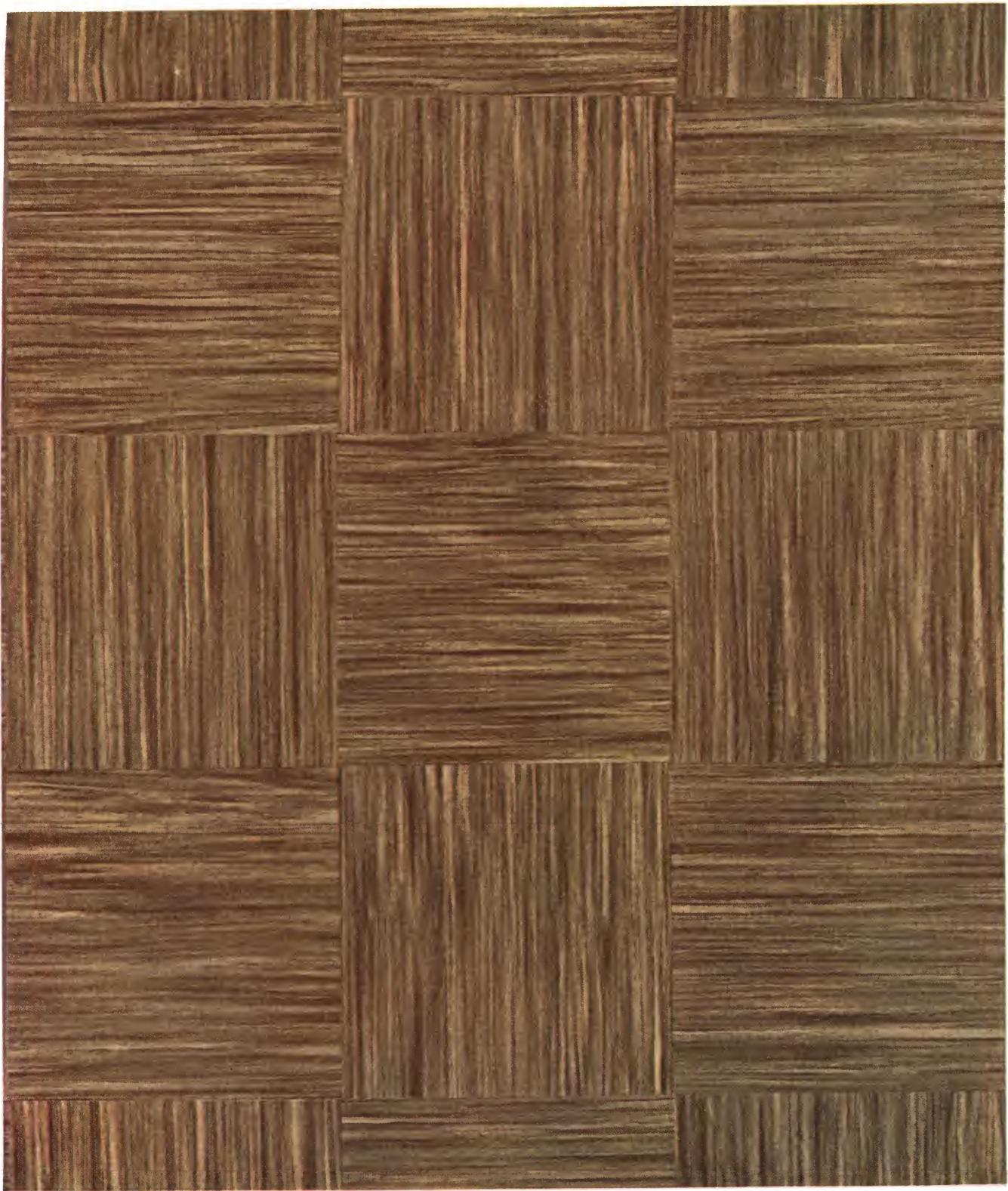
ARMSTRONG'S  
**STRAIGHT LINE**  
**INLAID**  
**LINOLEUM**

## **ARMSTRONG'S STRAIGHT LINE INLAID LINOLEUM**

Straight Line Inlaid Linoleum is distinguished by the clear cut, sharp edges of the blocks, tiles, and other design elements which make up the pattern. In the manufacture of Armstrong's Straight Line Inlaid a separate linoleum mix is made for each color that is to appear in a pattern. Linoleum mix consists of such raw materials as oxidized linseed oil, resins, wood flour, and color pigments. This mix is rolled into a flexible sheet, and continuous sheets of each color are fed into a highly complex machine. The machine contains mechanisms called die-rolls, which operate much like sets of biscuit cutters. Each die-roll cuts the proper shape for the inlaid pattern from the sheet of color passing through it and automatically places each design unit in its proper position on the burlap or felt backing material. When the backing material enters the machine it has already received a tacky coating of linoleum mix. This coating acts as an adhesive and holds each unit in position on the backing. The complete design is assembled on the backing material during its passage through the machine. Then it goes to the presses where heat and great pressure bond the design units firmly to each other and to the backing. This pressing operation also helps to give a smooth surface to the finished goods.

The Armstrong Line of Straight Line Inlaid offers twenty-six attractive patterns in an assortment of large-scale and small-scale designs that vary from simple checkerboard arrangements through all-over marbleized backgrounds with custom inset effects. The brighter patterns and designs of straight line inlaid have always been and continue to be extremely popular for kitchens and general residential use, while the more conservative patterns done in darker colors are well liked for institutions and stores.

Armstrong's Straight Line Inlaid Linoleum is made in three gauges—Heavy ( $\frac{1}{8}$ ") on burlap backing, Standard on Armofelt backing, and Light on saturated felt backing with a Safety-Back coating. These three gauges offer a wide choice of material suitable for floors for low-cost rental units, expensive homes, or heavily traveled commercial or public buildings.



Size of Blocks—9" x 9"

Nine-inch jaspé blocks in soft-toned autumn brown with subtle accents of taupe and beige offer unusual color interest to this attractive Straight Line pattern. The alternating blocks form a striking basket-weave effect that makes a pleasing background for modern as well as more conventionally decorated interiors. Color schemes: see suggestions 1, 11, 13, 14, and 19 on pages 214-215.

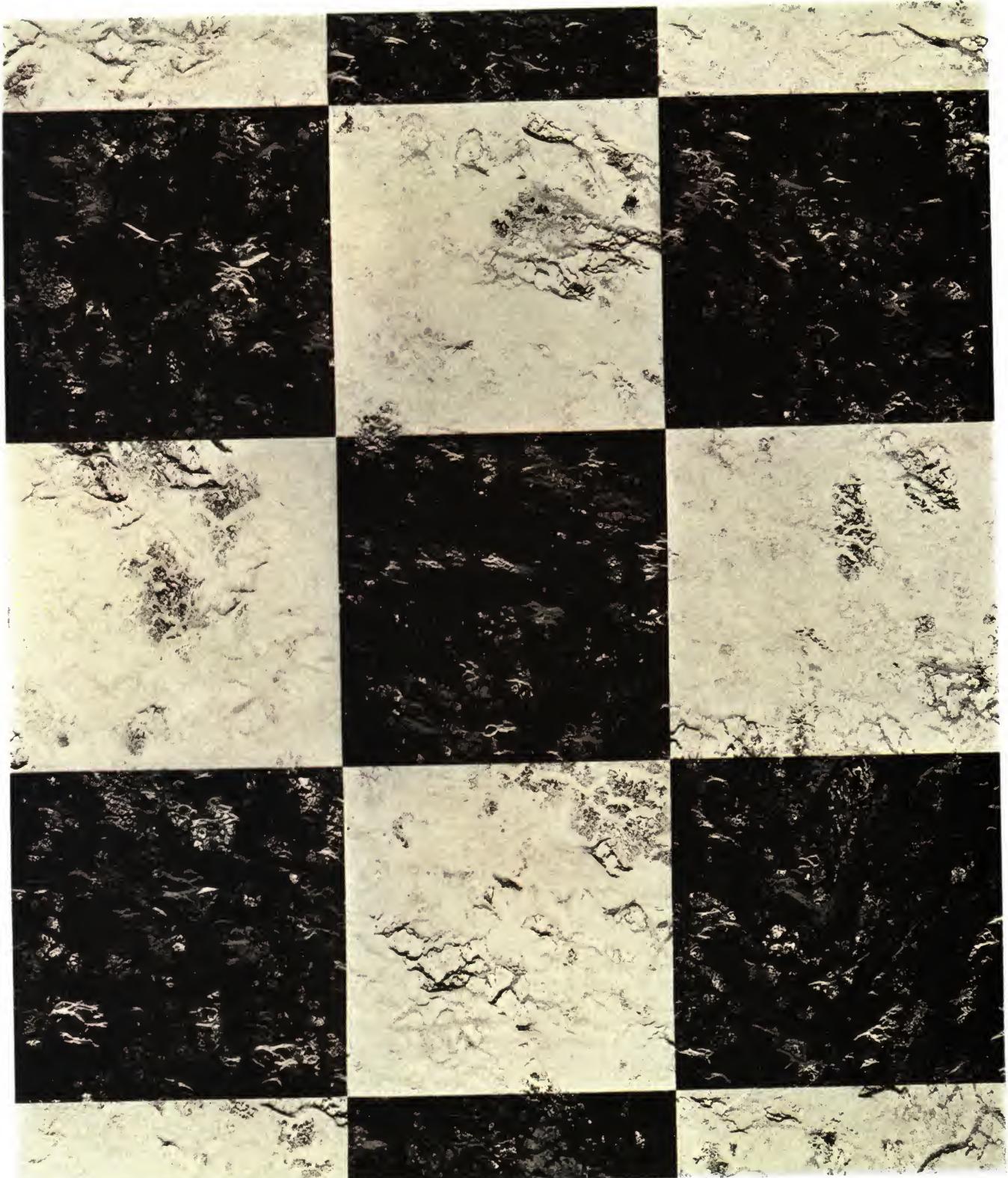
**ARMSTRONG'S**  
**Straight Line Inlaid Linoleum**  
**No. 210**  
**Heavy Gauge**  
2 yards wide



Size of Blocks—9" x 9"

**ARMSTRONG'S**  
**STRAIGHT LINE INLAID LINOLEUM**  
**No. 211**  
**Heavy Gauge**  
2 yards wide

This design has wide appeal where a custom-designed effect is desired. Nine-inch blocks of marine blue jaspé are alternated to form a simple basket-weave design that makes a pleasing floor for practically any interior. The dark and light blue of the squares help to give a longer and wider appearance to rooms. Color schemes: see suggestions 1, 3, 5, 15, and 22 on pages 214-215.



Size of Blocks—9" x 9"

The nine-inch square blocks of alternating white and black Marbelle colors in this pattern qualify it perfectly for homes, offices, public buildings, and other places that require floors of quiet dignity. Handsome and practical, this design helps conceal tracked-in dust and is always easy to keep clean looking. Color schemes: see suggestions 2, 4, 12, 15, 18, and 20 on pages 214-215.

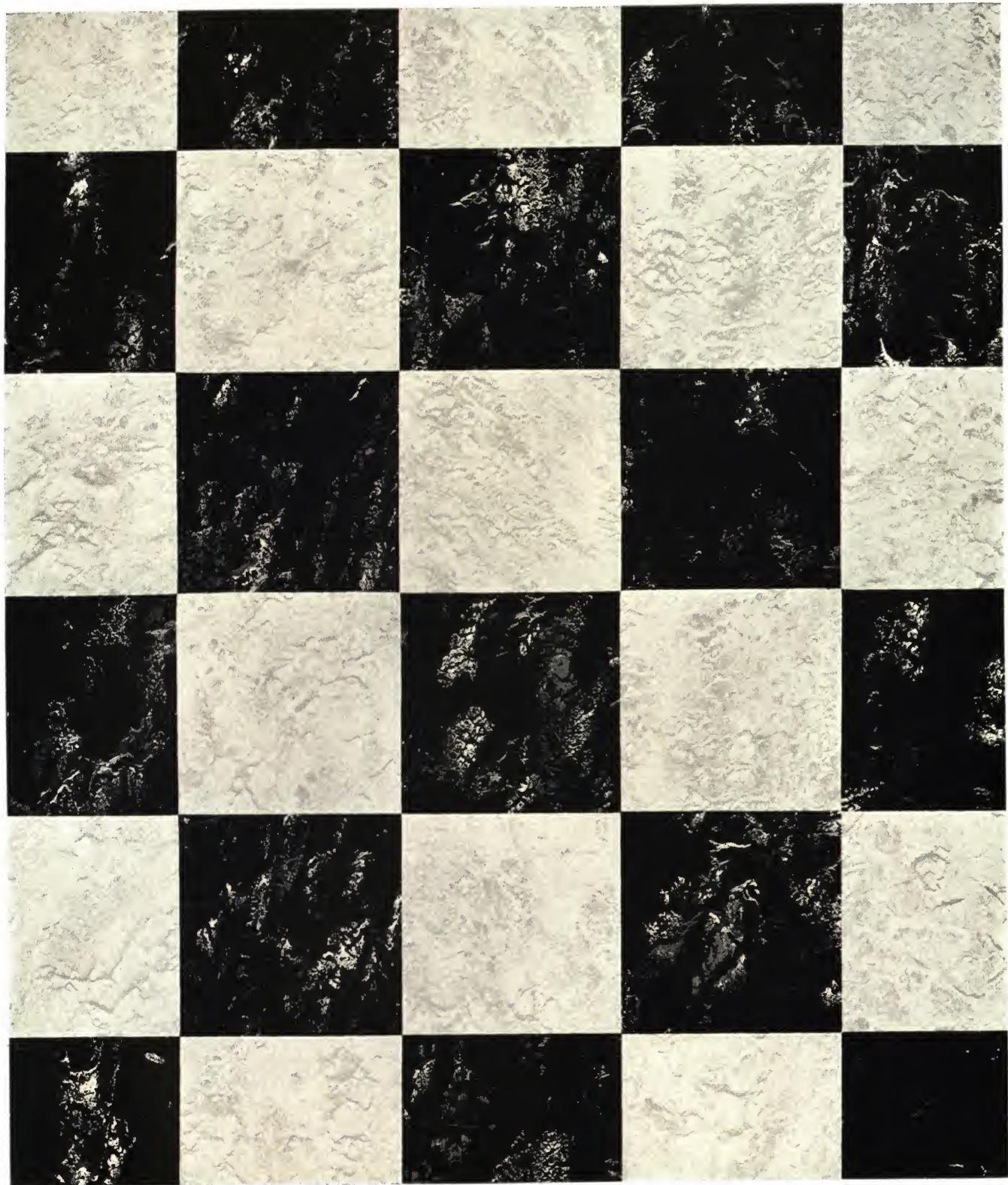
**ARMSTRONG'S**  
**Straight Line Inlaid Linoleum**  
**No. 220**  
**Heavy Gauge**  
2 yards wide



Size of Blocks—9" x 9"

**ARMSTRONG'S**  
**STRAIGHT LINE INLAID LINOLEUM**  
**No. 221**  
**Heavy Gauge**  
2 yards wide

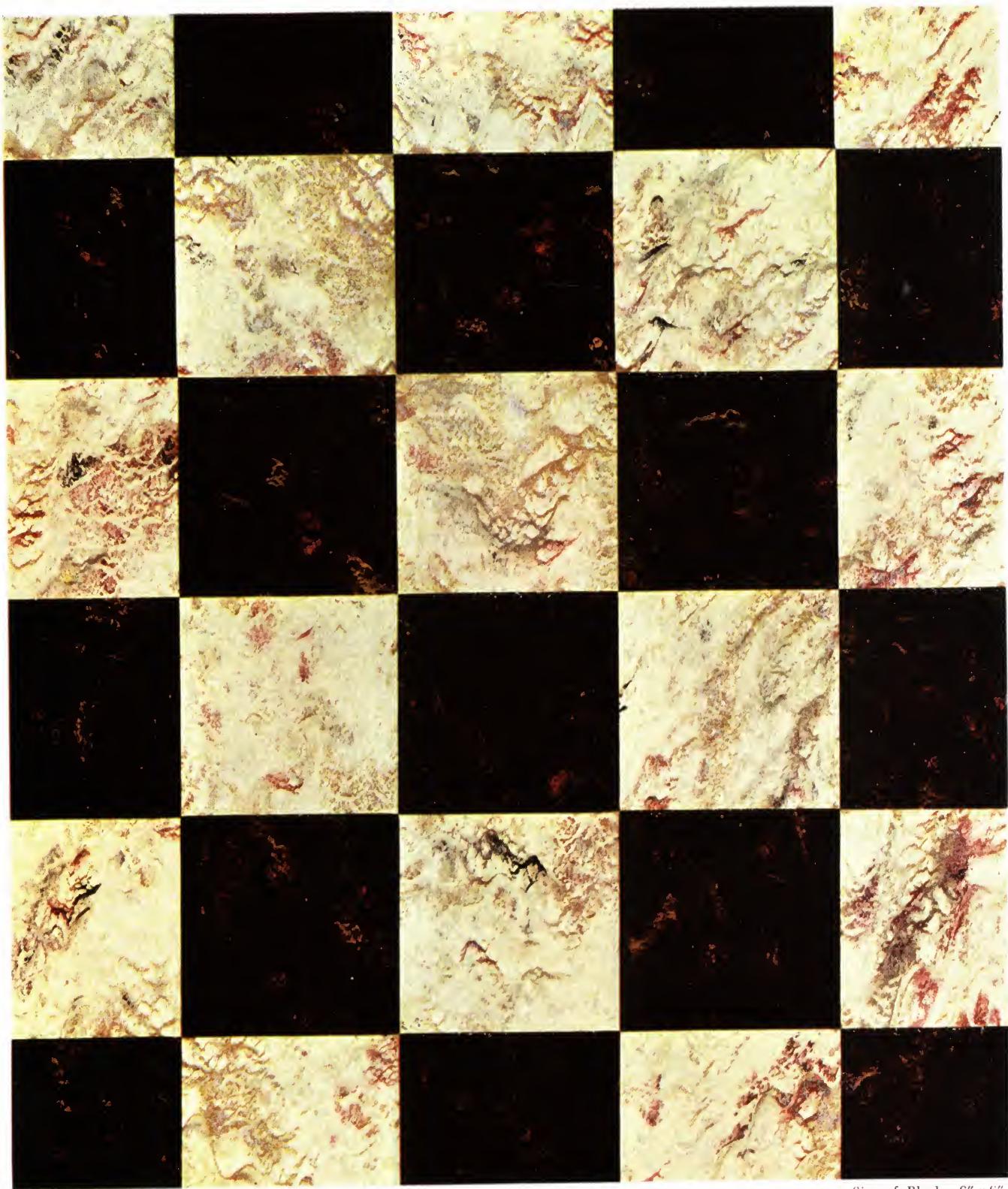
This simple, conservative pattern is designed especially for interiors where a warm, dignified effect is desired. The alternate marbleized blocks of pine and dark walnut tones form a well balanced flooring highly adaptable for either large or small areas in homes, commercial establishments, or public buildings. Color schemes: see suggestions 7, 11, 13, and 21 on pages 214-215.



Size of Blocks—6" x 6"

Composed of six-inch Marbelle blocks, this pattern combines the richness of black and white with the formality of square forms. It is suitable for halls, dining rooms, baths, sun porches—and also for stores and institutions where it is essential to have a floor that is neat in appearance and economical to maintain. Color schemes: see suggestions 4, 11, 12, 15, 18 on pages 214-215.

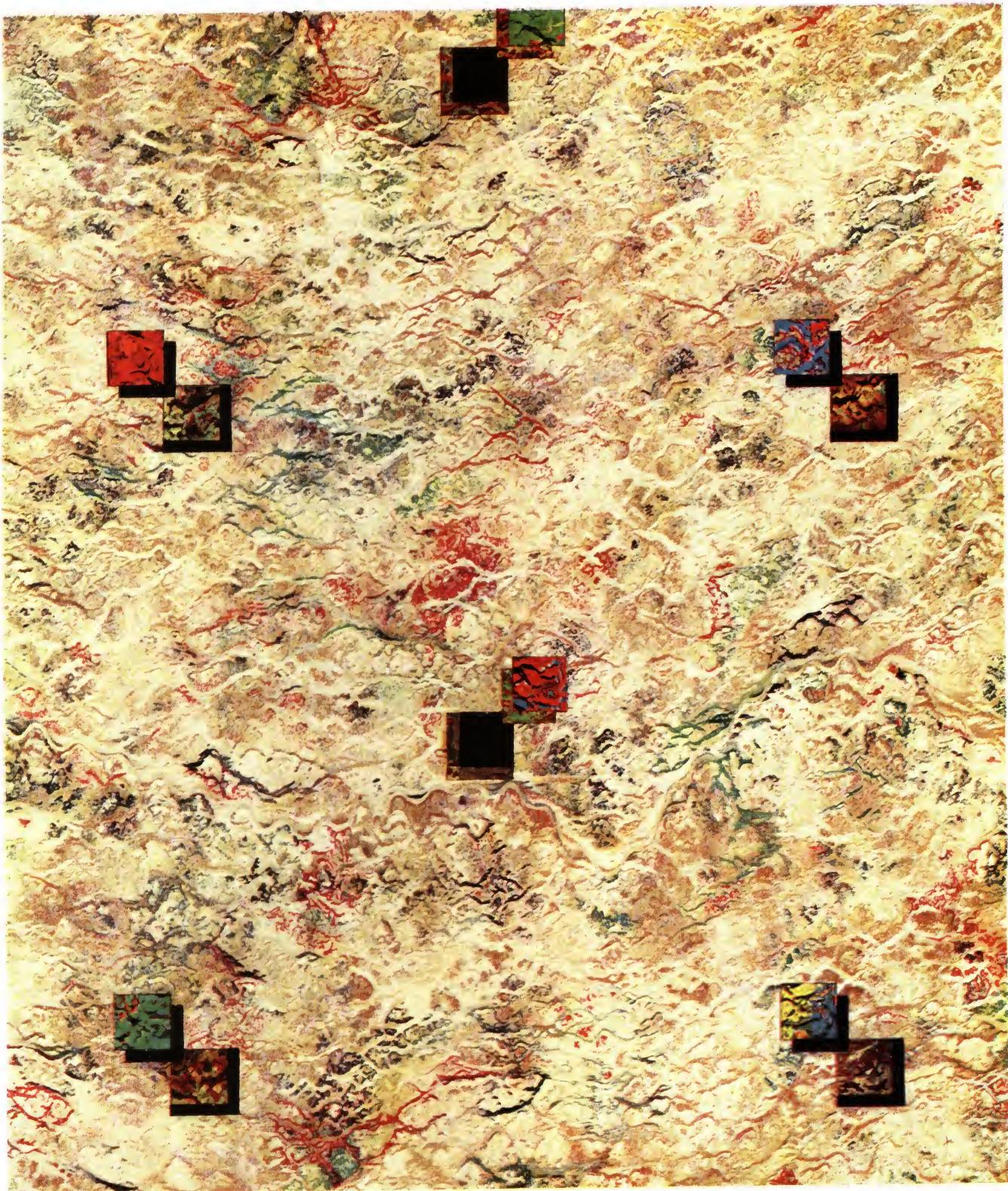
**ARMSTRONG'S**  
**Straight Line Inlaid Linoleum**  
**No. 246**  
**Heavy Gauge**  
2 yards wide



Size of Blocks—6" x 6"

**ARMSTRONG'S**  
**STRAIGHT LINE INLAID LINOLEUM**  
**No. 247**  
**Heavy Gauge**  
2 yards wide

In this design, six-inch blocks of walnut brown Marbelle are alternated with cream squares flecked with terra cotta and brown—to create an inlaid floor that adapts itself to a broad range of decorative schemes. In addition to wide commercial use, this pattern can be used with equal effect in homes. Color schemes: see suggestions 7, 17, 20, 21, 23 on pages 214-215.



Approximately 1/4 actual size

In this inlaid pattern, varicolored custom effect accent blocks have been set into a colorful, multi-toned field of rich Marbelle. Particularly suitable for bathrooms and kitchens in homes where the long-wearing quality of heavy gauge is desired, this floor has found wide use also in the commercial field. Color schemes: see suggestions 4, 6, 13, 20, 23 on pages 214-215.

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 290**

**Heavy Gauge**

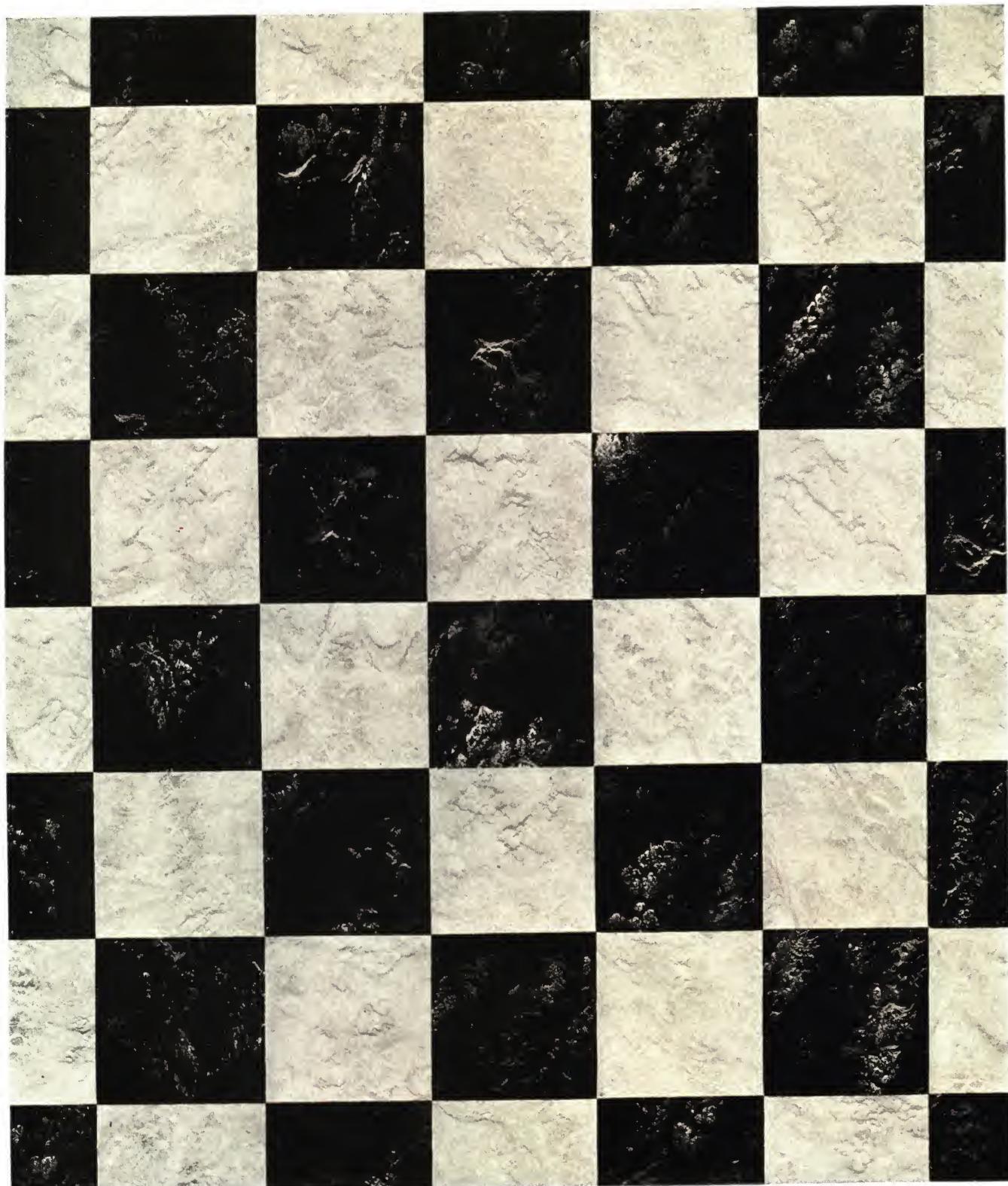
2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 291  
Heavy Gauge  
2 yards wide**

This straight line inlaid pattern features smart custom-type accents widely spaced on an open, strongly grained marbleized ground. The soft multi-color tones woven into an ivory field blend with almost any color scheme, while the design is one that can be adapted to home, store, and office interiors of all types. Color schemes: see suggestions 2, 5, 8, 10, 12 on pages 214-215.



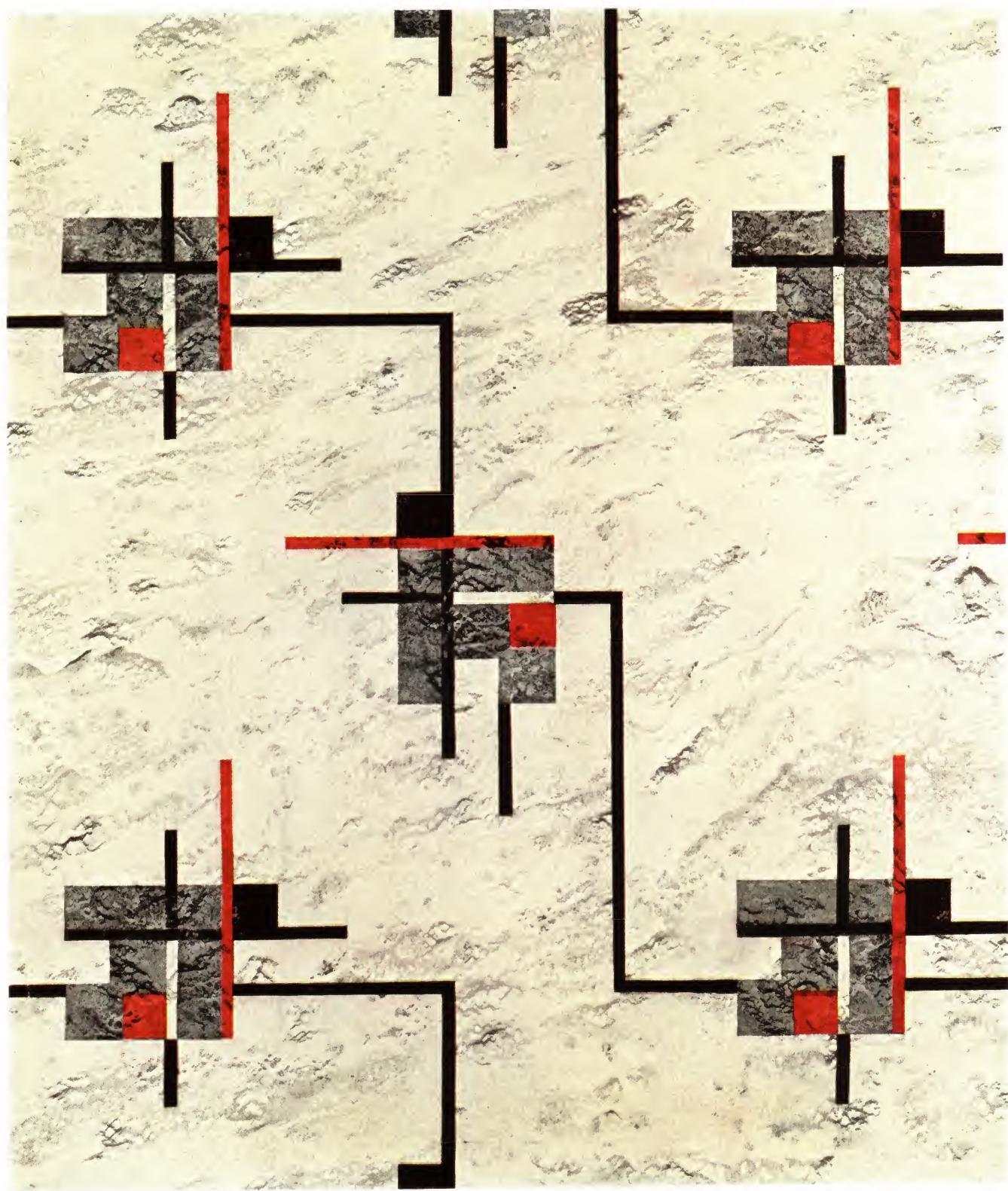
Size of Blocks— $4\frac{1}{2}'' \times 4\frac{1}{2}''$

This intermediate-scale checkerboard pattern, made up of  $4\frac{1}{2}''$  marbleized squares, has a place in rooms where a simple black and white block effect is desired. The design of this floor is kept interesting and practical through its rich graining, which is pleasing to the eye and does not readily show traffic marks. Color schemes: see suggestions 2, 8, 9, 12, 15, and 18 on pages 214-215.

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 0286**

**Standard Gauge**

**2 yards wide**



Approximately 1/4 actual size

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 0377  
Standard Gauge  
2 yards wide**

Here is a color combination of black, white, gray, and red that immediately suggests cleanliness and freshness. This smart looking, clean-cut design helps make small rooms seem larger and reflects a maximum of light. In rooms where red accessories are to be used, this pattern is very effective. Color schemes: see suggestions 2, 7, 12, 16, and 20 on pages 214-215.



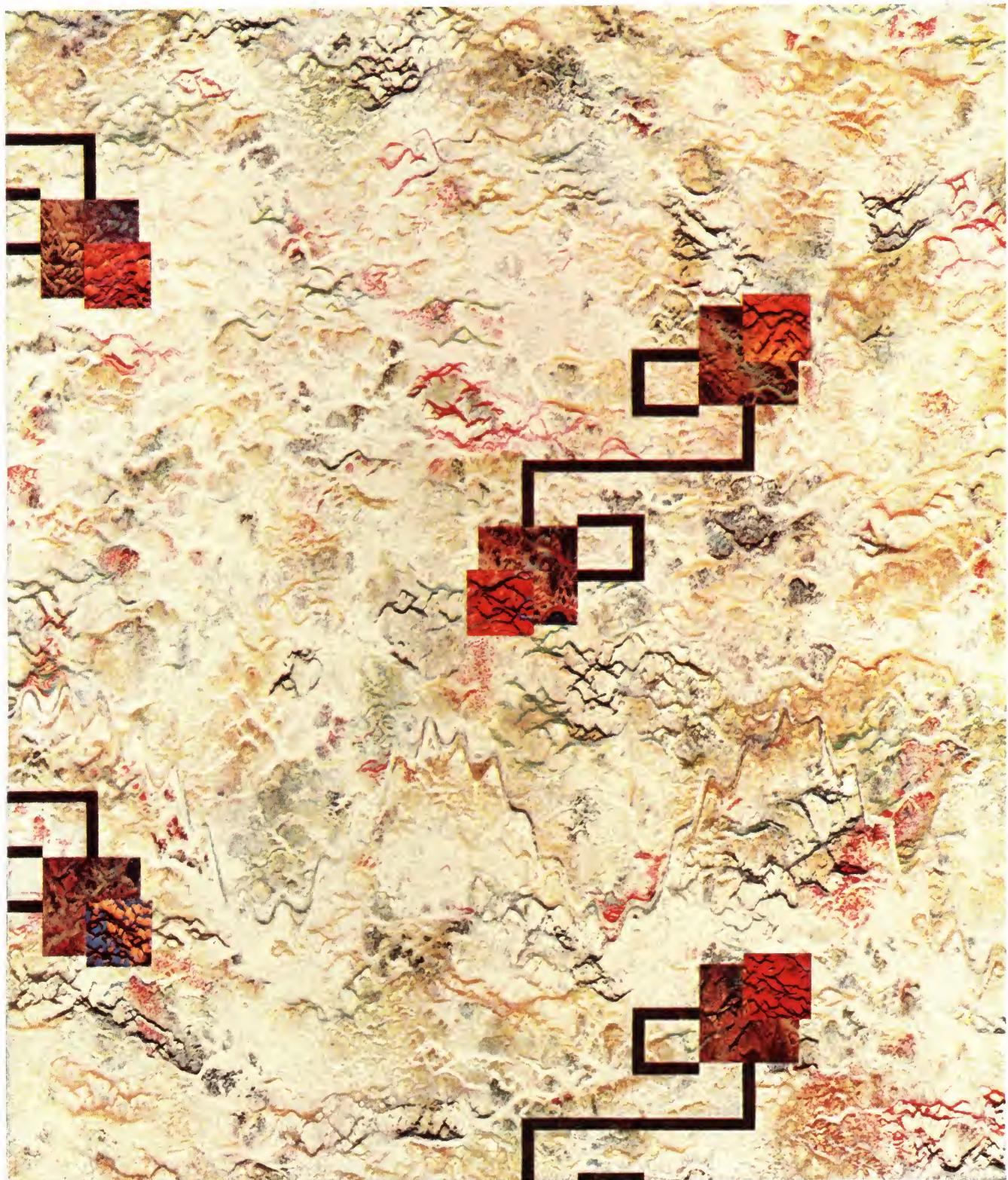
Approximately 1/4 actual size

A smart and distinctive custom-design appearance is captured in this inlaid pattern, whose marbleized field tones combine perfectly with darker shades in the colorful key-and-block motifs. This smart, neat-looking floor has wide usage in homes and in commercial areas where cleanliness and good taste are important. Color schemes: see suggestions 2, 5, 9, 11, 12 on pages 214-215.

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 0487**

**Standard Gauge**

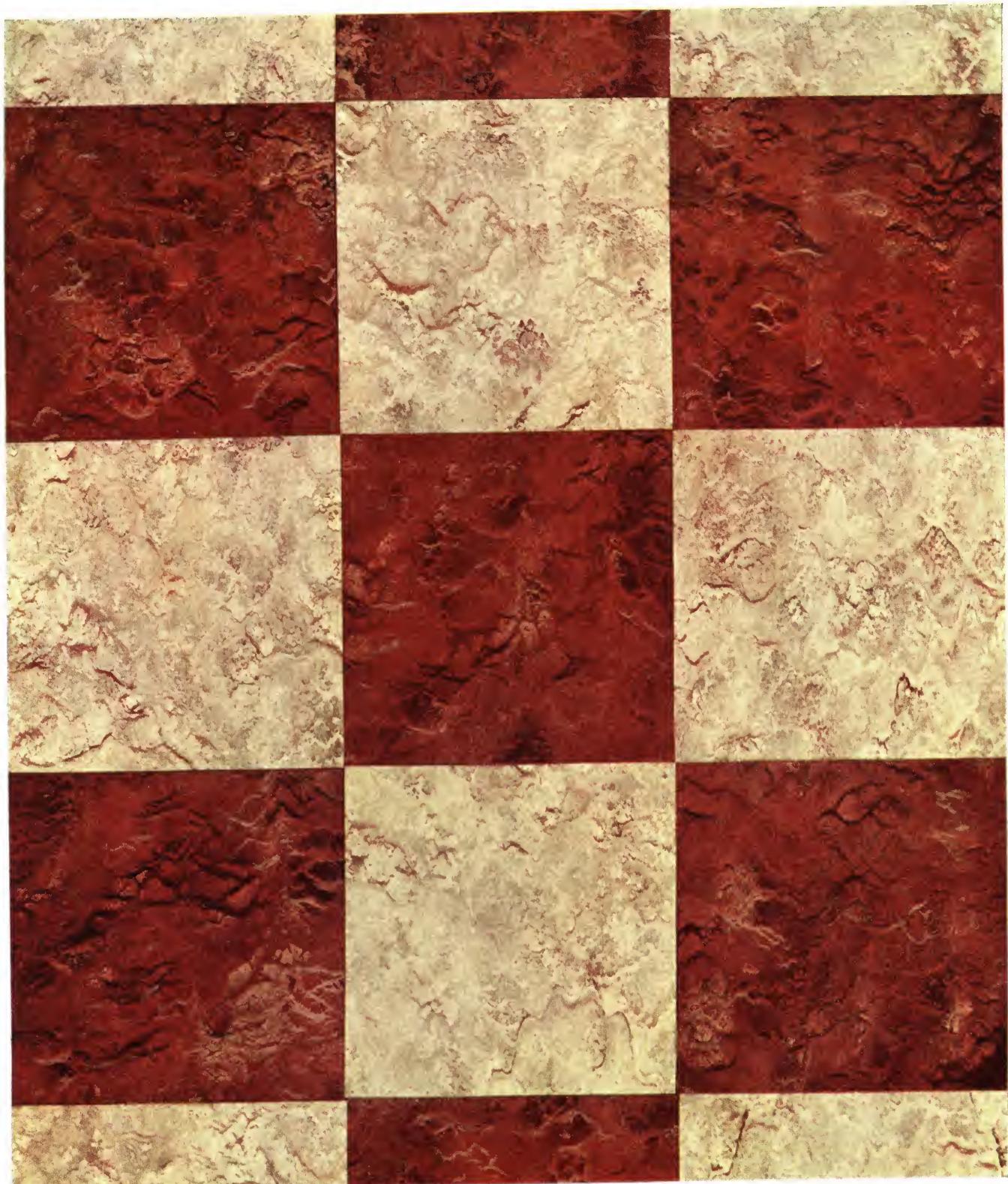
2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 0488  
Standard Gauge  
2 yards wide**

The ornamental connecting links of this pattern which centralize attention on the smartly styled overlay blocks give this floor a custom-styled appearance. Its colorful accents provide many harmonizing color notes for interior treatments with the result that this floor has extensive use in homes and stores. Color schemes: see suggestions 6, 16, 20, 21, and 23 on pages 214-215.



Size of Blocks—9" x 9"

Adaptable to many interiors, this traditional pattern will give rooms an atmosphere of hospitality without sacrificing dignity. Its rich sienna red and warm tan, along with its skilful marbleization, soften the formality of the nine-inch squares and make the design suitable for modern and traditional interiors. Color schemes: see suggestions 7, 11, 13, 17, 18, on pages 214-215.

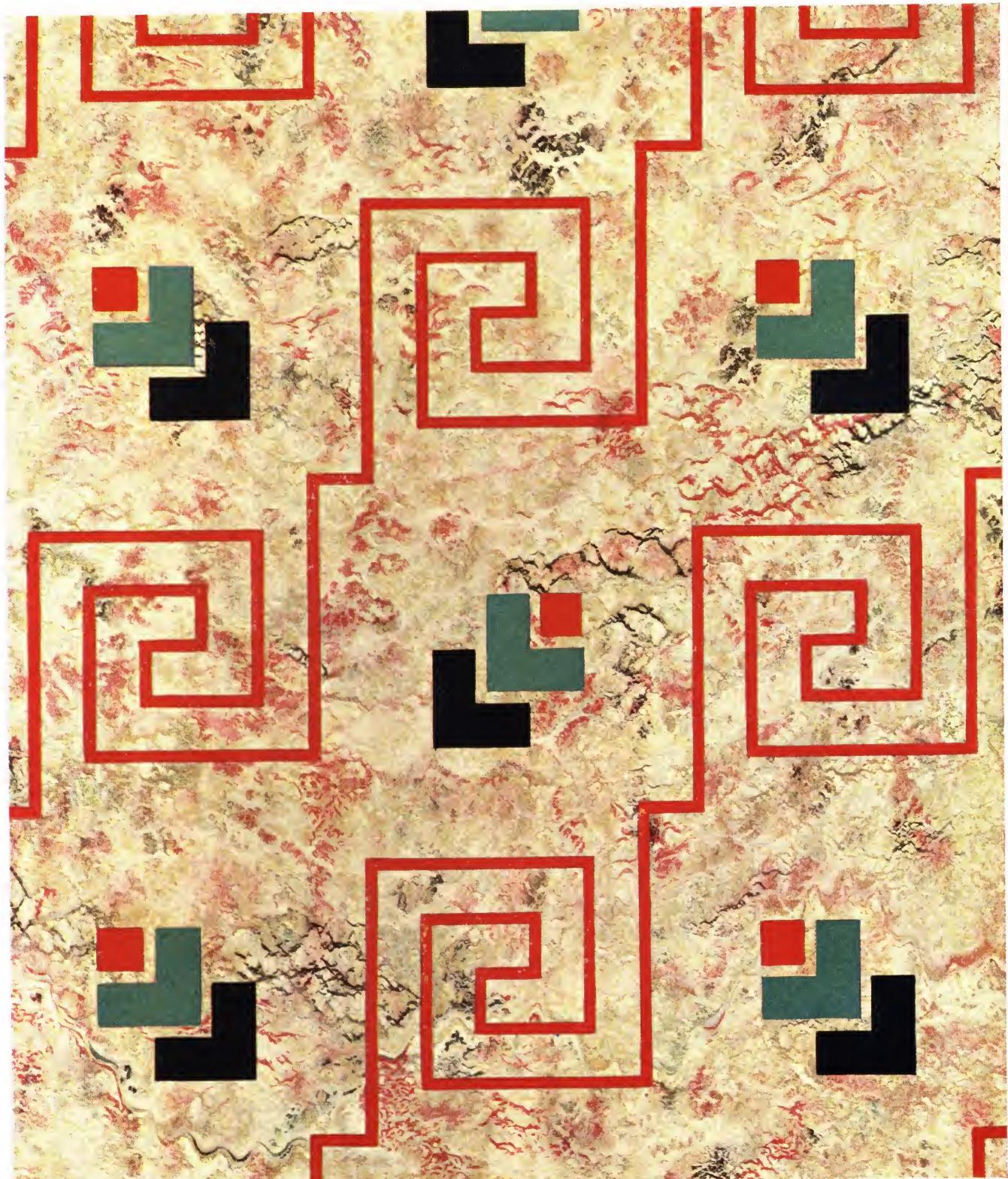
**ARMSTRONG'S**  
**STRAIGHT LINE INLAID LINOLEUM**  
**No. 0501**  
**Standard Gauge**  
2 yards wide



Size of Blocks—9" x 9"

**ARMSTRONG'S**  
**STRAIGHT LINE INLAID LINOLEUM**  
**No. 0511**  
**Standard Gauge**  
2 yards wide

Variegated tones of red, green, black, ivory, and yellow gold have been combined in a colorful effect to make a highly decorative floor for both residential and commercial interiors. Because of its multi-color effect, this pattern is excellent for use in shops where a subdued yet a highly colorful floor is desired. Color schemes: see suggestions 2, 6, 18, 20, and 23 on pages 214-215.



Approximately 1/4 actual size

In this pattern, sparkling red, green, and black chevrons and bright colored lines punctuate the soft, muted tones of the rich tan and beige marbleized field. Informal in feeling, this Straight Line design is a sound choice for kitchens and other residential rooms and for shops that need a light atmosphere. Color schemes: see suggestions 2, 4, 6, 16, 20, and 21 on pages 214-215.

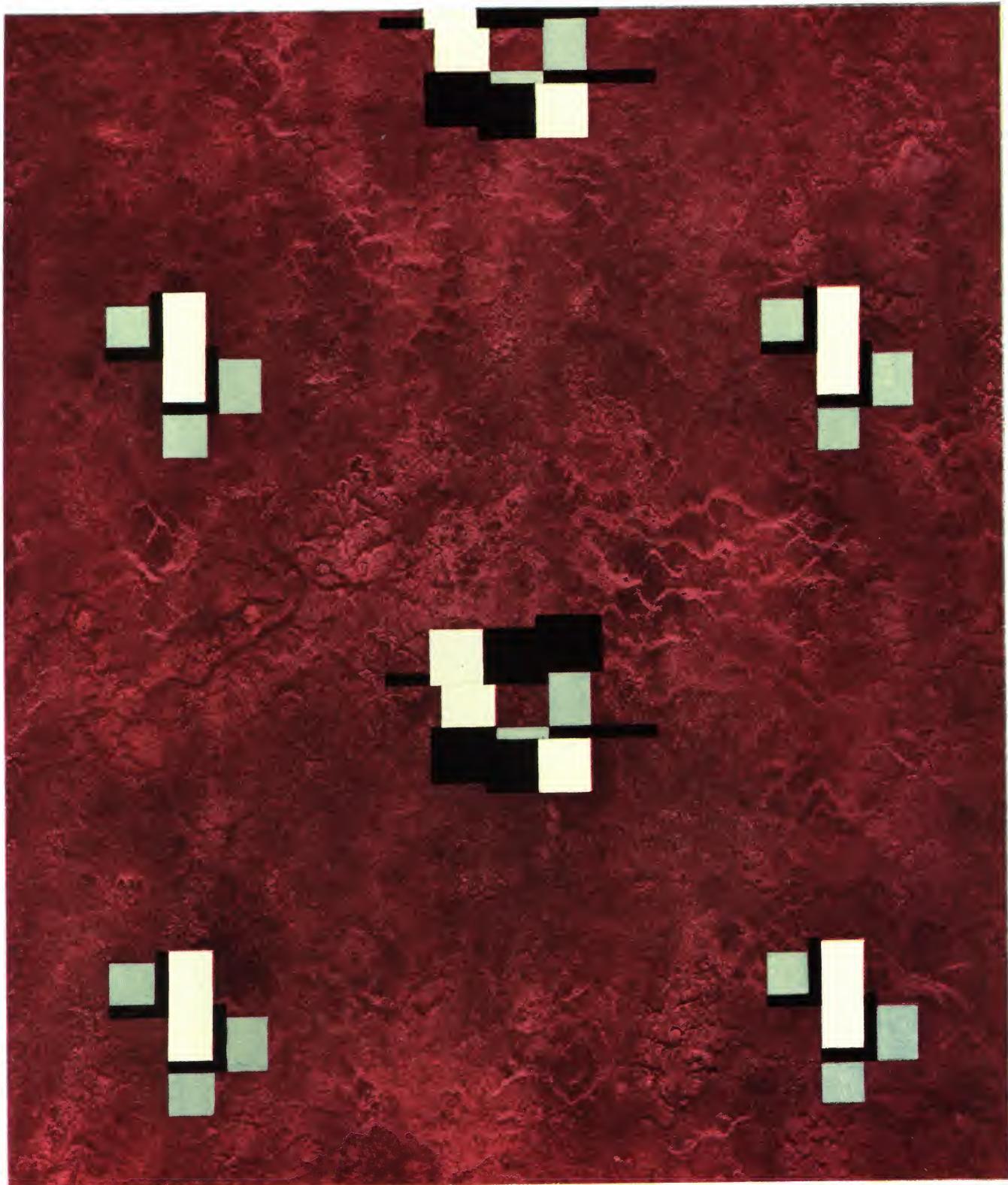
**ARMSTRONG'S**  
**Straight Line Inlaid Linoleum**  
**No. 0530**  
**Standard Gauge**  
2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S**  
**STRAIGHT LINE INLAID LINOLEUM**  
**No. 0531**  
**Standard Gauge**  
2 yards wide

Brilliantly colored linoleum inlays contrast sharply with the rich beauty of a black and white marbleized background. Created for a wide range of interiors, this pattern combines free use of color and design which makes it an equally good choice for use with modern or period decoration. For color schemes: see suggestions 2, 12, 16, 20, and 23 on pages 214-215.

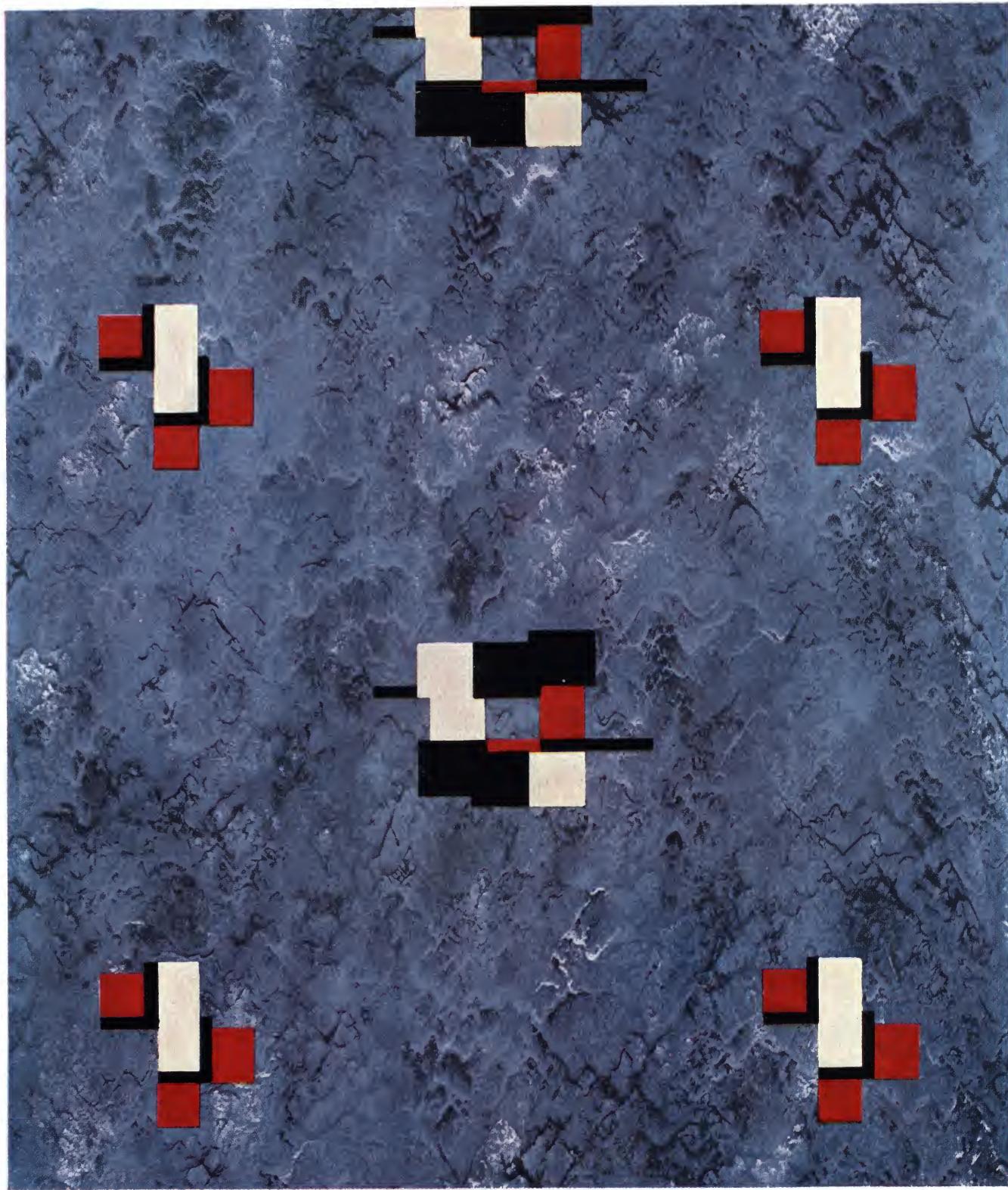


Approximately 1/4 actual size

Two features of this pattern—its crisp, small-scale design and its wine-red, black, plain white, and willow green color scheme—recommend it for use in kitchens, baths, and halls. And, thanks to the strong background marbleization, this pattern is practical also for shops, clubs, restaurants, and small stores. Color schemes: see suggestions 8 and 9 on pages 214-215.

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 0540  
Standard Gauge**

2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 0541  
Standard Gauge  
2 yards wide**

The unusual arrangement of geometric insets of white, black, and ruby red gives this pattern a smartly designed custom floor effect. The new Mediterranean blue marbleized background adds lovely color tones to the pattern and helps to camouflage tracked-in dirt, making this floor ideal for heavy traffic areas. Color schemes: see suggestions 5 and 10 on pages 214-215.



Size of Blocks—9" x 9"

Delicate veinings of blue, red, emerald, and black blend together on a field of marbleized cream to give this pattern a gay and bright effect of sunlight. The pattern's marbleized squares provide distinction and add considerably to its neat appearance whether it is used in residential or commercial interiors. Color schemes: see suggestions 2, 4, 5, 15, and 23 on pages 214-215.

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 18060**

**Light Gauge**

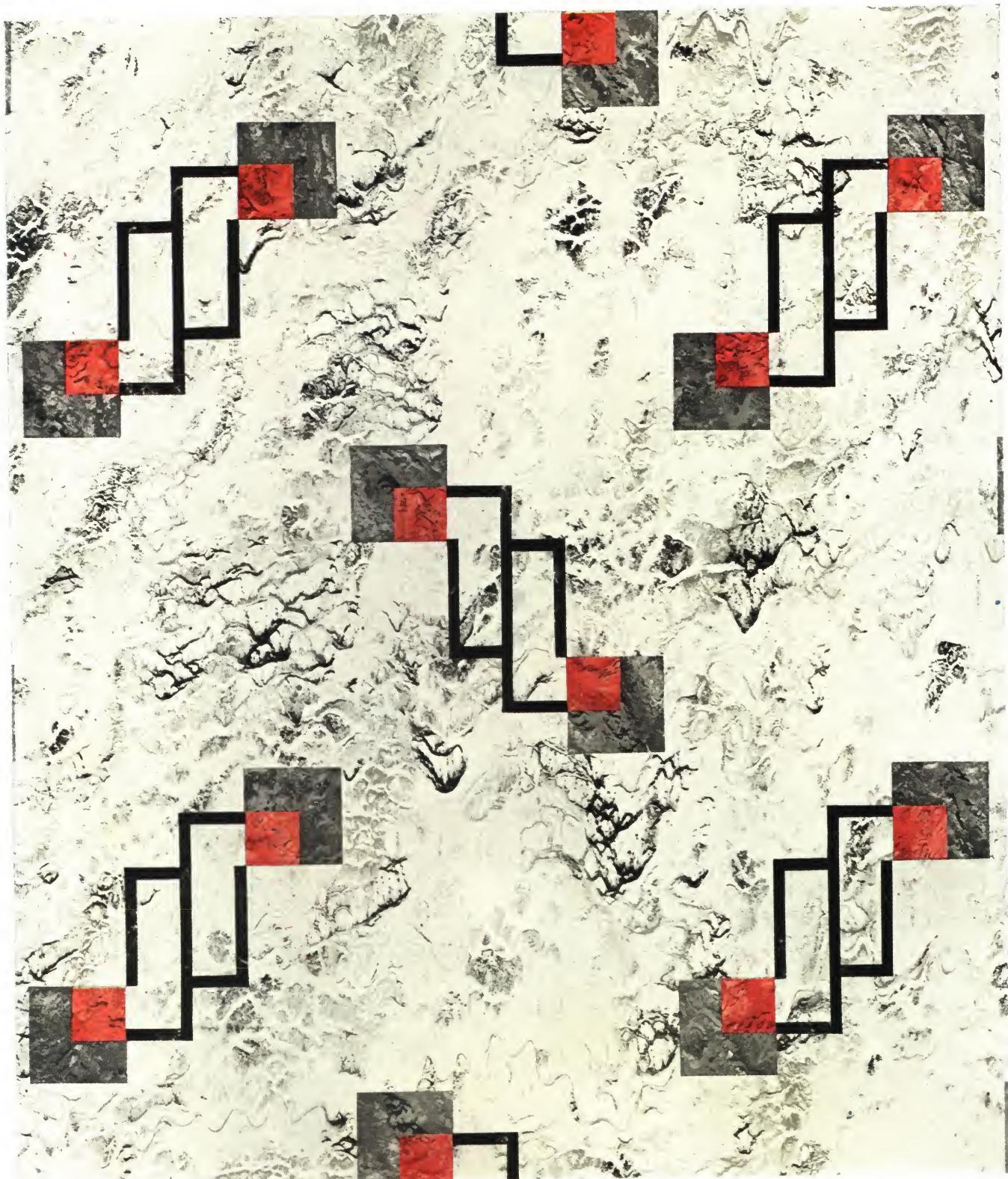
2 yards wide



Size of Blocks—9" x 9"

**ARMSTRONG'S**  
**Straight Line Inlaid Linoleum**  
**No. 18065**  
**Light Gauge**  
2 yards wide

Designed in nine-inch square marbleized blocks, this pattern of pale green, red, and yellow veinings blends into a colorful Marbelle effect. Suitable for use with either cool or warm colors, this pattern is effective for kitchens, bathrooms, and halls—and for light traffic areas in business establishments. Color schemes: see suggestions 6, 11, 18, 20, 23 on pages 214-215.



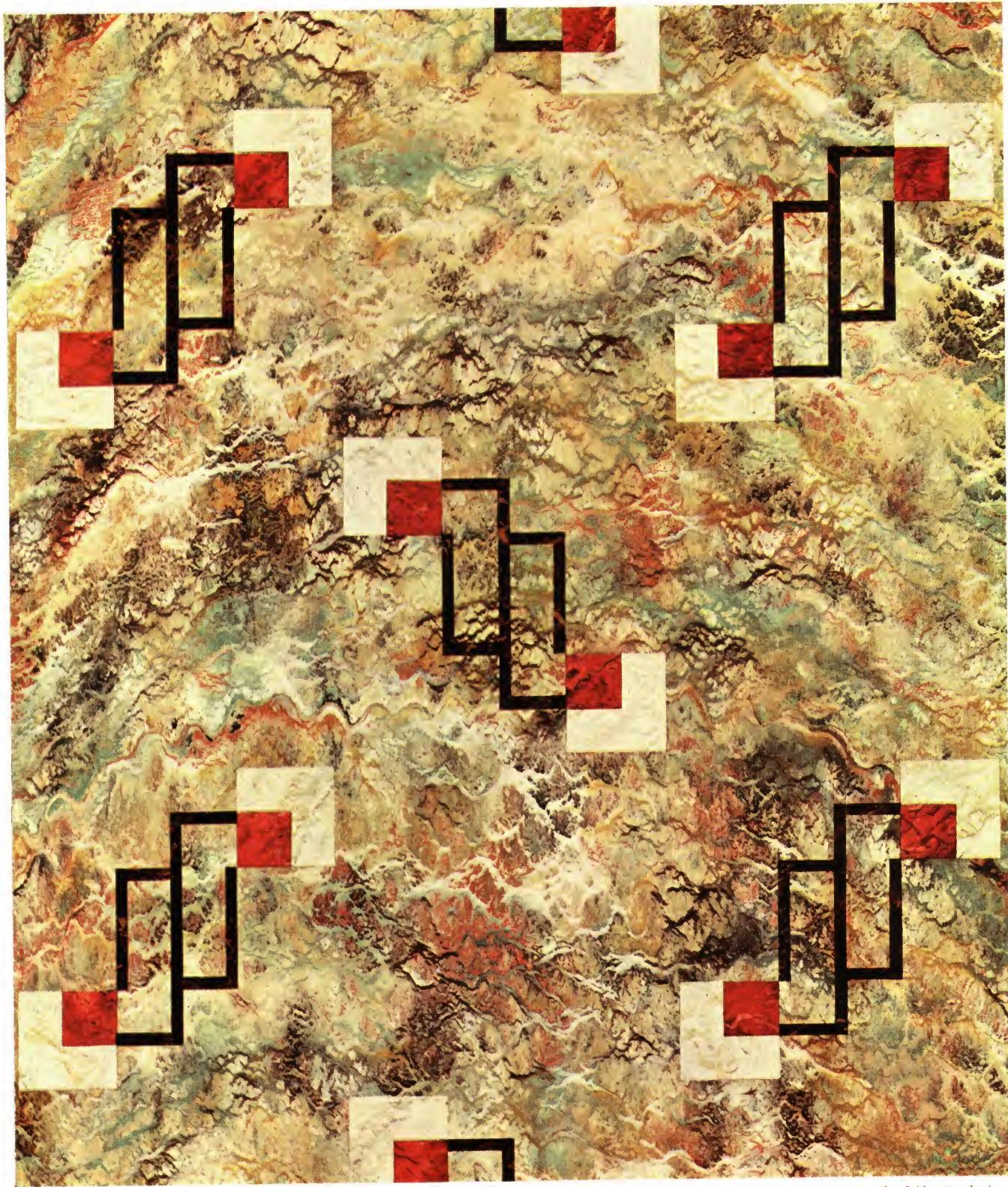
Approximately 1/4 actual size

Using interlocking accent blocks of gray and scarlet, this distinctive inlaid pattern presents striking decorative possibilities for interiors that need bright color. This floor can be used equally well in both residential and commercial interiors—in kitchens and bathrooms as well as large and small stores. Color schemes: see suggestions 2, 18, 20, 23 on pages 214-215.

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 18190**

**Light Gauge**

2 yards wide



Approximately 1/4 actual size

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 18191  
Light Gauge  
2 yards wide**

This high-style design has wide appeal for commercial and domestic interiors. Its skilfully blended, polychrome marbleized field serves as a colorful background for the contrasting ivory and scarlet accents linked together in pairs by dark marbleized lines. It is highly practical for areas subject to tracked-in dirt. Color schemes: see suggestions 4, 6, 20, 23 on pages 214-215.



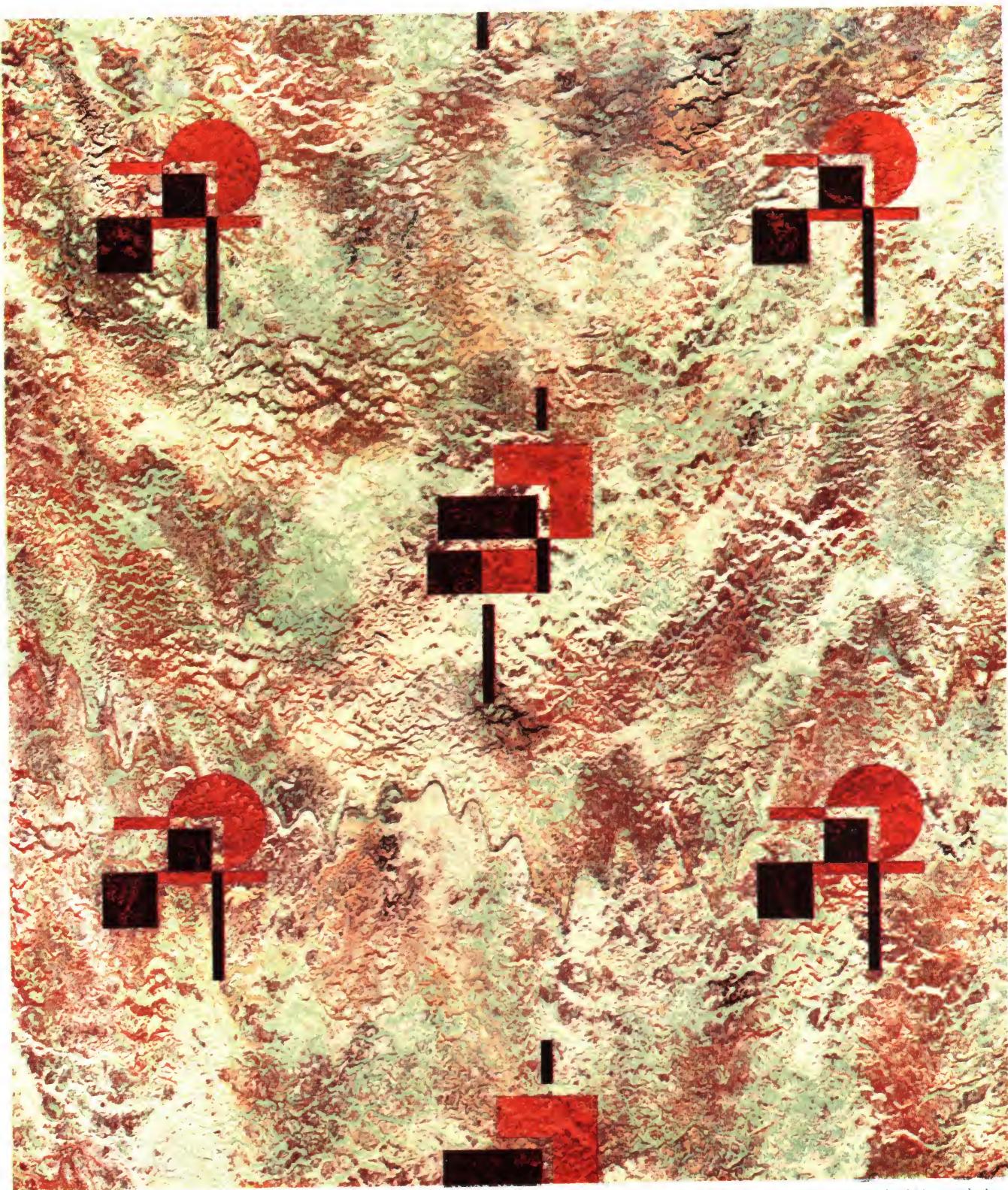
Approximately 1/4 actual size

A custom-designed feeling predominates in this striking pattern. This is due chiefly to the smart design figures in the form of circles and blocks of marbleized Chinese red and jet black. In addition to giving a new look to old rooms, this versatile pattern forms an ideal background for modern settings. Color schemes: see suggestions 2, 5, 16, and 23 on pages 214-215.

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 18210**

**Light Gauge**

2 yards wide



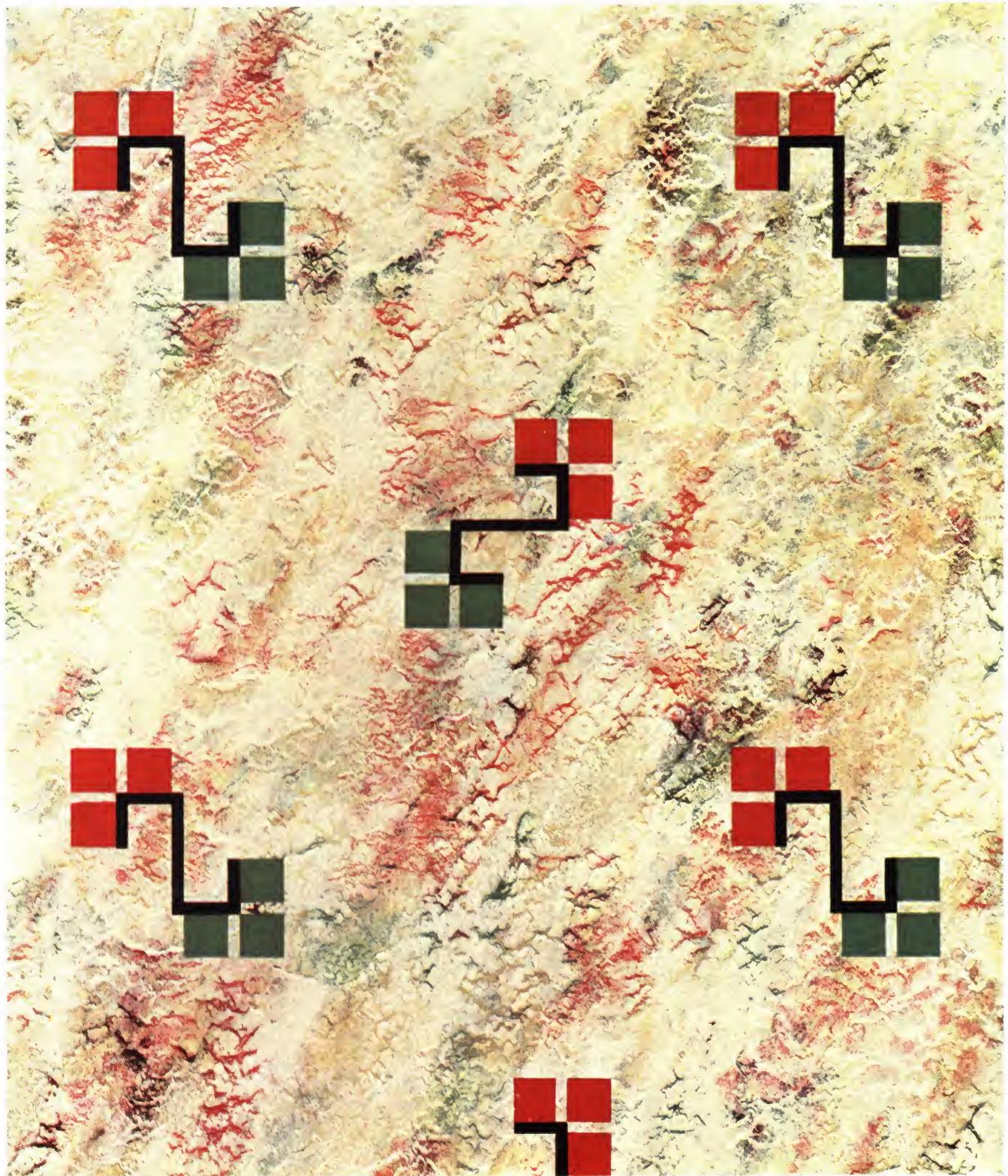
Approximately 1/4 actual size

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 18213**

**Light Gauge**

2 yards wide

Distinctly modern in design—with discs, blocks, and bars of marbleized red and black—this pattern fits perfectly into modern settings. An ideal floor for home, institution, or business because its polychrome background tends to conceal dust and dirt, this pattern gives any room a feeling of spaciousness. Color schemes: see suggestions 7, 17, 20, 21 on pages 214-215.

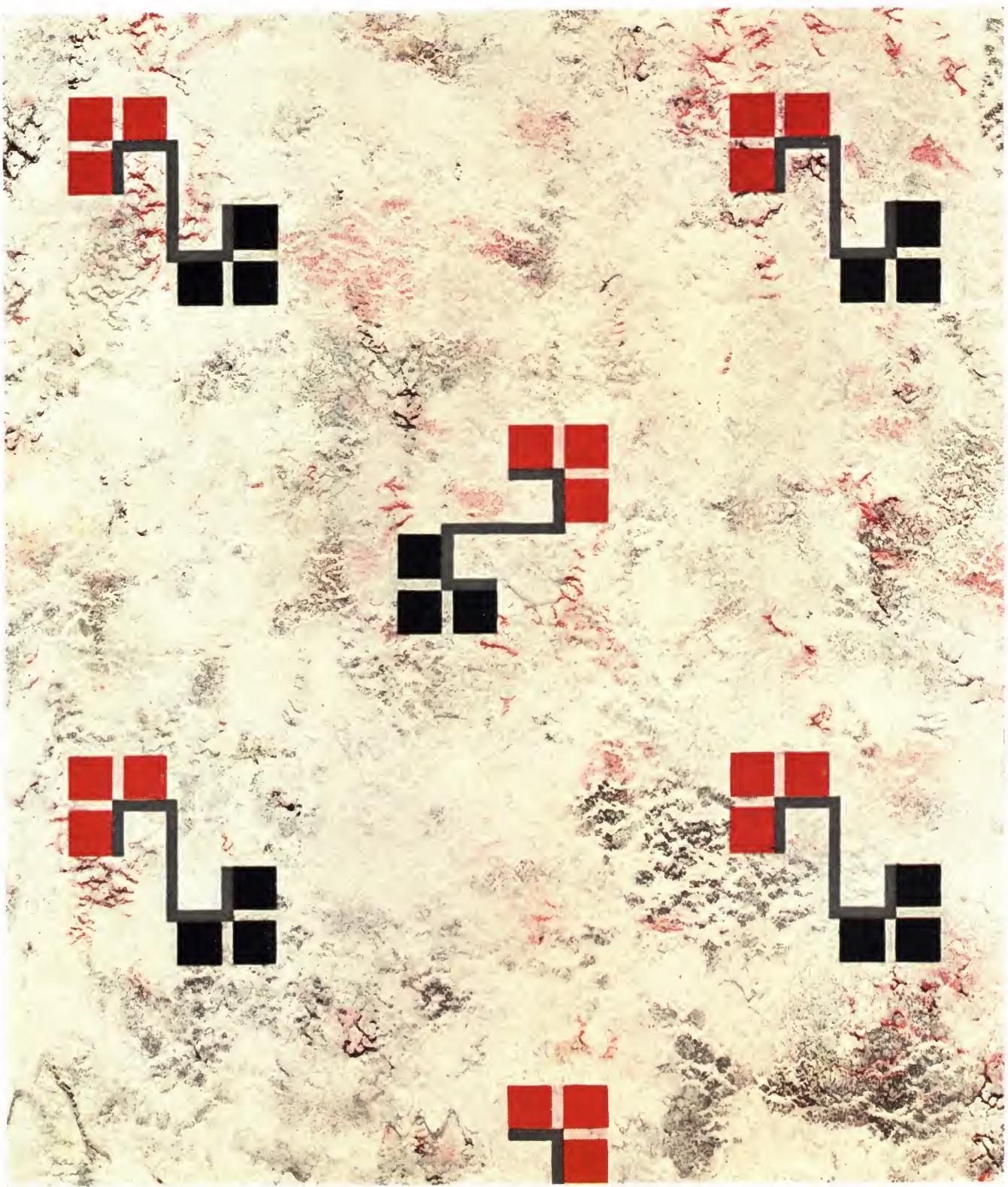


Approximately 1/4 actual size

Jade green and Chinese red block figures, tied together with a jet black key motif, furnish the accent design on a marbleized background of red, green, gold, black, and white. This cleverly designed pattern can be used effectively with No. 028 Marbelle and with No. 42 Jade and No. 39 Chinese Red in plain linoleum. Color schemes: see suggestions 2, 6, 16, 20, 23 on pages 214-215.

**ARMSTRONG'S  
STRAIGHT LINE INLAID LINOLEUM  
No. 18220**

**Light Gauge**  
**2 yards wide**



Approximately 1/4 actual size

### ARMSTRONG'S

### Straight Line Inlaid Linoleum

**No. 18221**

**Light Gauge**

2 yards wide

Chinese red and ebony black squares, linked together by a gray key figure, furnish the color highlights for this inlaid pattern with its marbleized field of red, gray, white, and black graining. This floor can be smartly combined with border and Linostrip effects in plain red, black, or gray—and with many Marbelles. Color schemes: see suggestions 2, 5, 20, and 23 on pages 214-215.

## **ARMSTRONG'S ACCOFLOR**

The need for a long-wearing, low-cost flooring, for use where durability rather than appearance is primarily desired, is ably met by Armstrong's Accoflor®.

This product combines a tough mastic wearing surface with an asphalt-saturated felt back. Accoflor's dense wearing surface stands up under heavy pedestrian traffic and provides an inexpensive, yet sturdy and attractive flooring for commercial, institutional, and light industrial areas.

Accoflor is available in two practical colors—deep red and black, and it is made in two widths—one and two yards.

Accoflor can be installed over concrete, wood, metal, magnesite, tile, terrazzo, or marble subfloors—either on or above-grade level. When installed over wood floors or over above-grade concrete, ceramic tile, marble, or terrazzo, Accoflor is bonded in place with Armstrong's No. S-128 Linoleum Paste. In all other installations, Armstrong's S-280 Accoflor Cement is the recommended adhesive.



**Red No. 1001**



**Black No. 1000**

### **ARMSTRONG'S**

### **ACCOFLOR**

1 and 2 yards wide

## ARMSTRONG'S RUBBER RUNNER



Black No. 1250

Actual Size

### ARMSTRONG'S RUBBER RUNNER

1 yard wide only

Armstrong's Rubber Runner is a new addition to the Armstrong Line of Resilient Flooring Materials and is specifically designed for use wherever a durable, resilient, corrugated-type runner is needed.

This product is particularly suitable for lobbies, corridors, hallways, stores, and bars or any other place where heavy foot traffic presents a problem. The corrugation of Rubber Runner is a desirable safety feature, since it affords good foot-traction even when wet.

Rubber Runner will lie flat on any type of floor that is even. It does not require an adhesive. Where service requirements call for an intermittent use of Rubber Runner, it may be easily rolled and stored or moved from place to place. The flexibility of the material keeps Rubber Runner from cracking even after it has had repeated use.

This durable rubber material is available with an over-all gauge of  $\frac{1}{8}$ " and is furnished in rolls 36" wide. It is offered in two practical colors, black and maroon.



Maroon No. 1251

Actual Size



ARMSTRONG'S  
LINOWALL  
QUAKER  
WALL COVERING

## **ARMSTRONG'S LINOWALL**

The smooth surface and other linoleum-like characteristics of Armstrong's Linowall® provide long wear, ease of cleaning, and durable wall beauty. Linowall is especially practical for the kitchen, bathroom, nursery, and laundry in residences, corridors of schools and public buildings, and operating rooms and nurseries of hospitals.

Because Linowall is a resilient material, it does not chip or crack when accidentally bumped. Its smooth surface is sealed effectively by a factory process to give special resistance to staining by such things as cooking greases, splashed water, and dirt smudges. Washing with a mild soap and water or with Armstrong's Liquid Cleaner is all that is necessary to remove ordinary soil marks and to keep the walls fresh and new looking for years.

Though Linowall is reasonable in cost, it offers several desirable qualities that are not obtainable in more expensive materials. Linowall can be formed without seams around inside and outside corners with radii as small as  $\frac{5}{8}$ ". Besides eliminating dirt-catching corners, this feature gives rooms a streamlined appearance. Colors do not wear off, because they go through to the back of the material. With ordinary care and barring accidents, Linowall lasts for many years and requires no costly refinishing. The preparation necessary for the installation of Linowall is often no more than that needed for wallpaper or paint. Like linoleum, Linowall is an extremely versatile material with many new and different design possibilities. Linostrips of contrasting color or inset designs may be used to add attractive distinction and individuality to an installation.

Linowall is made in sixteen marbleized patterns and in a single gauge (.050"). Even though it is water resistant, it should not be used in shower stalls or tub recesses, but it can be installed in adjacent areas.

Linowall has an Armofelt backing consisting of an extremely flexible fresh-fiber felt saturated with a clear resin that allows easy cutting and handling and does not mar light colored woodwork during installation.



Green No. 700



Black No. 703



Ivory No. 704



Peach No. 705



Tan No. 706



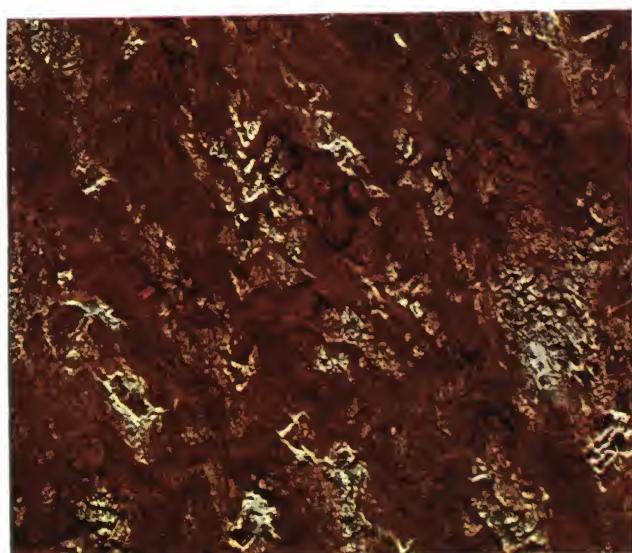
Mother-of-Pearl No. 707



Primrose No. 708



Verde Antique No. 709



Sienna Red No. 710



Mountain Blue No. 711

**ARMSTRONG'S  
LINOWALL**

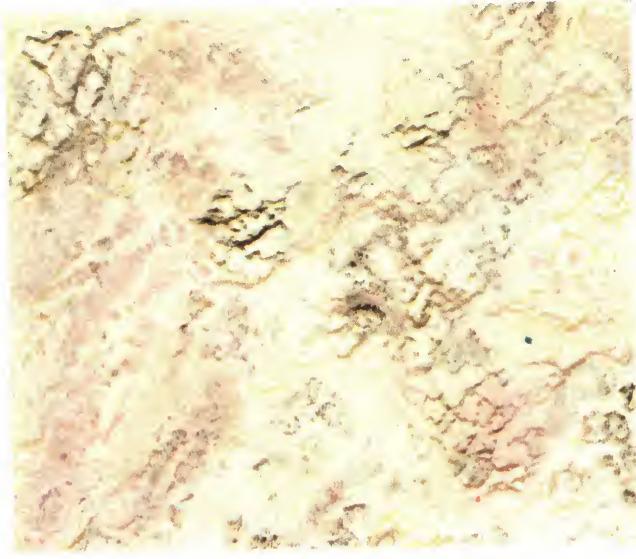
1 and 2 yards wide



Camellia No. 712



**Porcelain Blue No. 713**



**Cameo Coral No. 714**



**Fern Green No. 715**



**Bisque No. 716**



**Moonstone Blue No. 717**

**ARMSTRONG'S  
LINOWALL**

1 and 2 yards wide

## **ARMSTRONG'S QUAKER WALL COVERING**

Armstrong's Quaker Wall Covering is a practical, economical product with the same baked-enamel finish as Armstrong's Quaker Rugs and Floor Covering. It is designed to meet the need for a wall covering material that can be produced at low cost yet retain many of the desirable properties of higher priced materials. Quaker Wall Covering is suitable where ease of cleaning, lasting beauty, and ease of installation are needed.

Quaker Wall Covering has the special Armofelt backing, a fresh-fiber felt impregnated with a clear resin saturant that does not mar light colored woodwork during installation. It is extremely flexible and easy to install. Quaker Wall Covering can be installed over any smooth, dry, firm wall of plaster, hardboard, plywood or gypsum wall board without elaborate and expensive preparation. An installation can be completed in the average size room in a few hours with a few simple tools. Seams can be made practically invisible. Available in a convenient 54" width, Quaker Wall Covering can be installed either as a wainscoting or from floor to ceiling.

Armstrong's Quaker Wall Covering may be used in kitchens, laundries above ground level, and in bathrooms, except around built-in showers or bathtubs. It is a particularly good choice for kitchens, where walls must be resistant to splashed water, smoke, and cooking greases. The tough enamel surface and resilient felt backing of Quaker Wall Covering make it ideal for rooms where a resilient wall finish is needed that will resist damage from ordinary bumps and knocks. Shops and restaurants, where walls must be kept clean and sanitary, will find Armstrong's Quaker Wall Covering extremely practical.

Like Armstrong's Quaker Rugs and Floor Covering, Quaker Wall Covering needs only an occasional wiping with a damp cloth to keep it clean and sparkling. This minimum care, plus a periodic cleaning with Armstrong's Liquid Cleaner or a mild soap and water, is all the maintenance that Quaker Wall Covering requires.

Armstrong's Quaker Wall Covering is offered in six Mello-tone Marbellé patterns and six tile type designs. A suitable pattern to go with almost any color scheme can be found in the range of colors offered.



Parchment No. 850



Blue No. 851



Peach No. 852



Green No. 853



Yellow No. 854



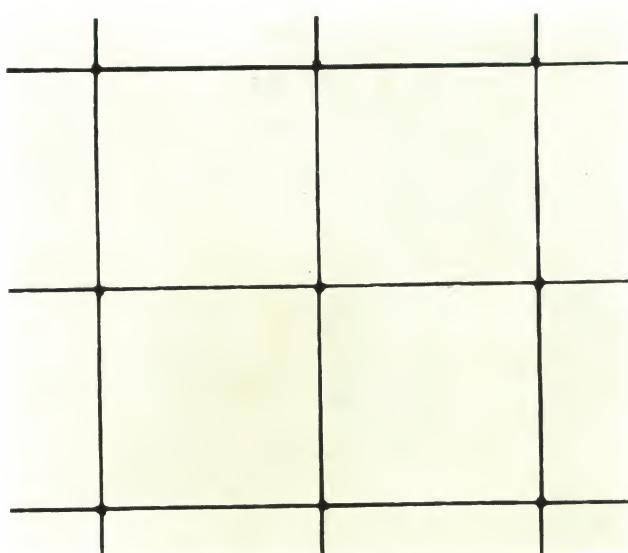
Mother-of-Pearl No. 855



Green No. 871



Apricot No. 872



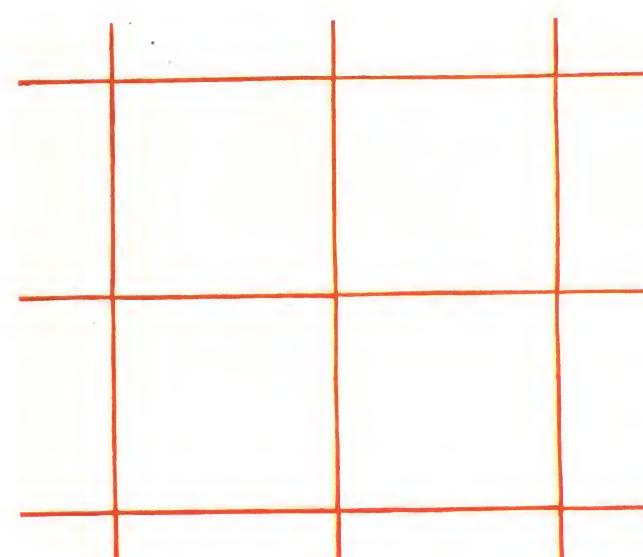
White—black mortar lines No. 873



Blue No. 874



Black—white mortar lines No. 875



White—red mortar lines No. 876



ARMSTRONG'S  
QUAKER  
RUGS  
—  
FLOOR COVERING



Within its own factories, Armstrong manufactures the felt that goes into its floor covering products. Many of the

machines essential to the production of quality floor coverings have been designed by Armstrong engineers.

# ARMSTRONG'S

**... now the first name in felt-base, too.**

Within the last decade, Armstrong's Quaker has become a name that is almost as well and favorably known to the American public as the name of Armstrong's Linoleum. The story behind that rise in popularity is an interesting one, for it grew out of a completely new and different concept of the felt-base business.

Felt-base had always been regarded as a product where low price was more important than anything else. What could be done, Armstrong

An extensive knowledge of current style and color trends helps Armstrong's designers in creating new felt-base

men asked, if quality and style were made the main considerations? Was it not possible that the economies of mass production would offset the higher costs of finer quality and better styling so that the public might buy a more desirable and longer wearing felt-base material, still at a comparatively low price?

Almost everyone knows what resulted from following that thinking. Armstrong's Quaker Rugs and Floor Covering have established new stand-

floor covering patterns each year that maintain style leadership. Here an artist designs a graceful floral pattern.



ards of beauty and style, added greater ease of cleaning, and substantially increased wear resistance. Yet the cost is still within easy reach of low incomes—because, as the public has responded and doubled and redoubled its purchases, Armstrong has used the savings of mass production to keep prices down.

The low cost of an Armstrong's Quaker Rug, even in times of high prices, is all the more remarkable when you consider the long and complicated manufacturing process involved. It begins at Armstrong's own felt mill at Fulton, New York. There, rags are hand selected, reduced to fiber, and then felted on a giant machine into a continuous sheet as long as a city block. Then the felt is moved to the Armstrong plant at Lancaster, Pennsylvania. In another giant machine, it is saturated with asphalt. Then both sides of the sheet are coated with sealing and surfacing compounds. In the meantime, highly skilled

Armstrong maintains high standards of quality in the production of felt-base floor coverings by manufactur-

craftsmen have been making, by hand, the printing blocks to transfer the artist's design to the material. That is done on another big and very intricate machine, as many as eighteen different printing colors sometimes being used. After the material is printed, it is "baked" in giant stoves. Finally it is cut into rugs, each of which is individually inspected, labeled, and packed in a separate shipping container. Then that rug is shipped across the country to a wholesaler's stock, sent to a retailer's store, and sold finally to a customer at a price for a room-size rug that is usually less than that same customer would pay for a hat or a pair of shoes!

It is a matter of constant amazement, even to those who are familiar with the story, that so much can be given for so few dollars. It can be done only because of the tremendous volume in which Armstrong's felt-base is made and the fact that Armstrong does all manufacturing in its

ing most of the ingredients within its own factory walls. Here enamel is being made in Armstrong's paint mill.





Armstrong's Line of felt-base floor coverings is extremely diversified. There are designs available to go with al-

own plants. Every step of the process, all the way from the beginning of the primary felt-making, is done by Armstrong men and women in Armstrong factories. Every penny that is saved by the manufacturing efficiencies of this one-company operation is passed along as a direct saving for the floor covering customer.

An important Armstrong objective has been to make available to the low-income buyer, rugs and floor covering that were just as finely styled and beautifully colored as if they sold for many times as much money. The response of the public has clearly proved that there is no lack of appreciation for fine design in the mass market. As a matter of fact, superior styling has definitely broadened the market, and Armstrong's Quaker Rugs and Floor Covering are now frequently found in secondary rooms of the best homes and are quite often used as summer-time

most any style of decoration and varied color combinations that will harmonize well with any color scheme.

replacements for fine rugs and carpets.

In thousands upon thousands of homes from coast to coast, Armstrong's Quaker Rugs or Floor Covering are used in every kind of room. Thus many different styles and colorings are needed, not only to fit the decorative needs of different types of rooms but also to meet widely varying tastes. Every year Armstrong designers and artists travel all over the country to talk with customers and store owners and find out exactly what these tastes are. Thus, the Armstrong Line is a long one, varying through many kinds of designs and a wide range of colorings.

Many customers who are now numbered among the millions of Armstrong's boosters have made their acquaintance with Armstrong's Quaker Rugs through the Theatre of Today radio program, broadcast every Saturday over the network of the Columbia Broadcasting System.



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4500**

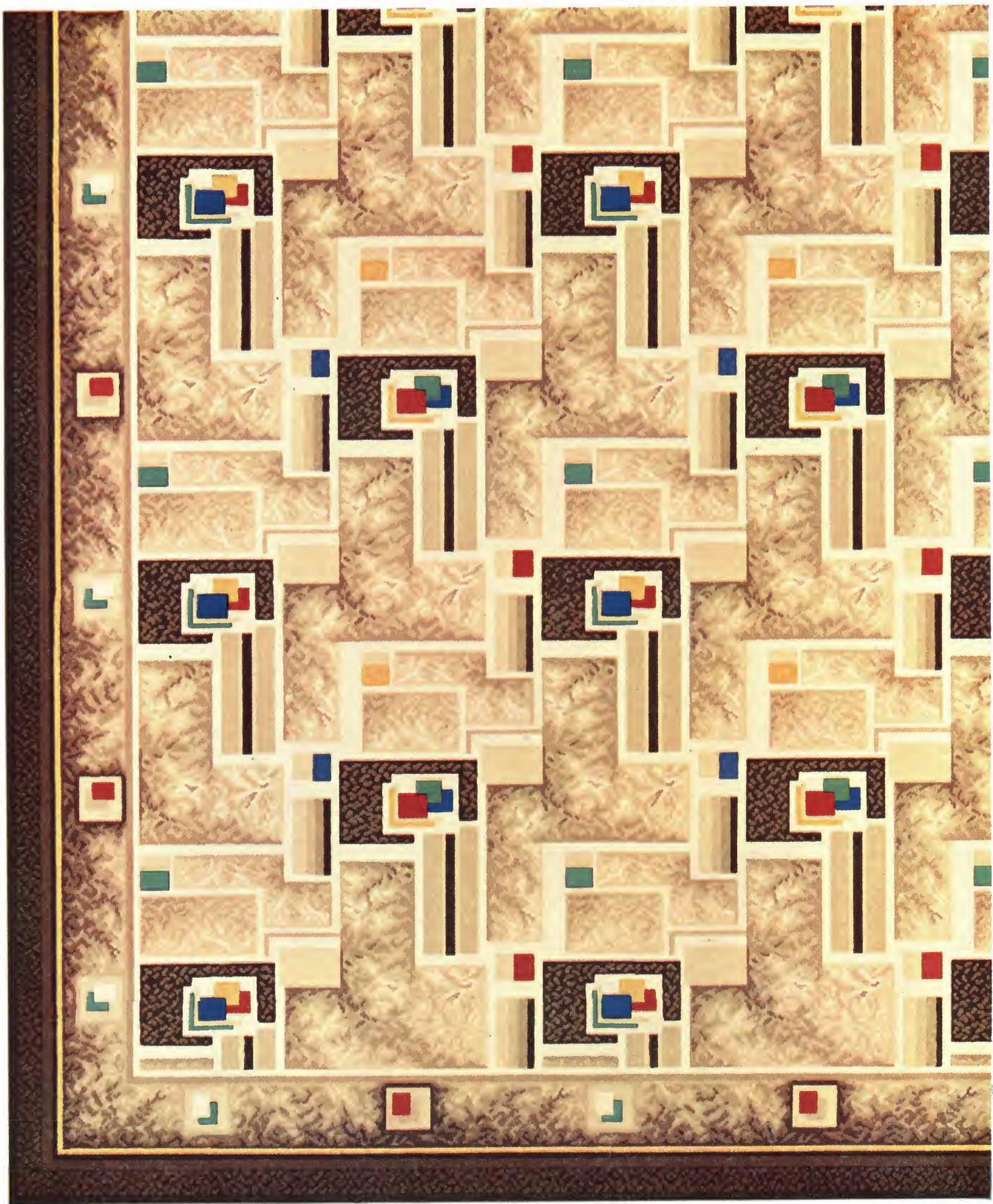
3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 15'      12' x 15'

**ARMSTRONG'S  
QUAKER RUG  
No. 4501**



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4510**

3' x 9'	6' x 9'	7½' x 9'	9' x 10½'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      7½' x 9'      9' x 10½'      9' x 15'      12' x 15'

**ARMSTRONG'S  
QUAKER RUG  
No. 4511**



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4520**

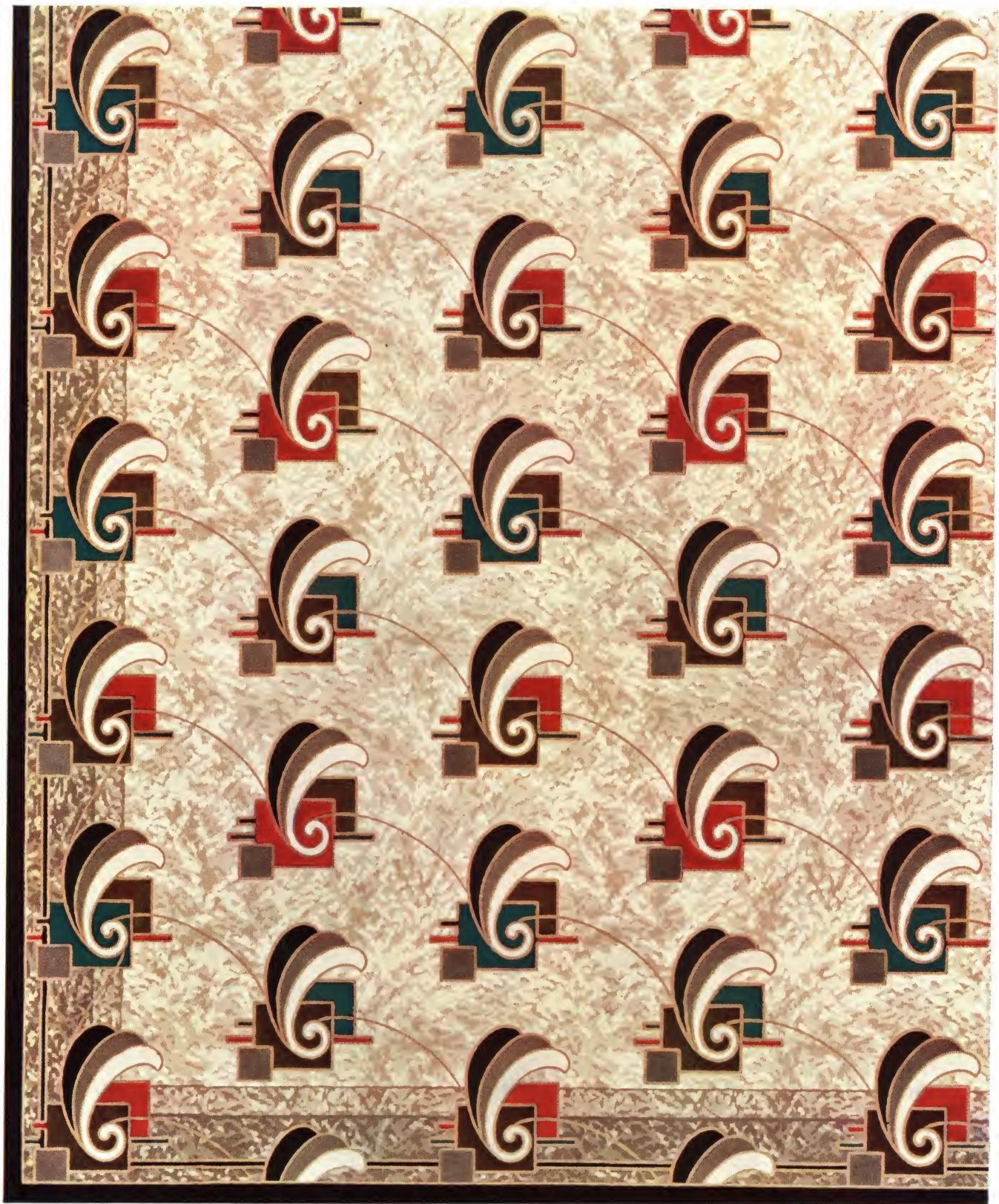
3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 15'      12' x 15'

**ARMSTRONG'S  
QUAKER RUG  
No. 4521**



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4530**

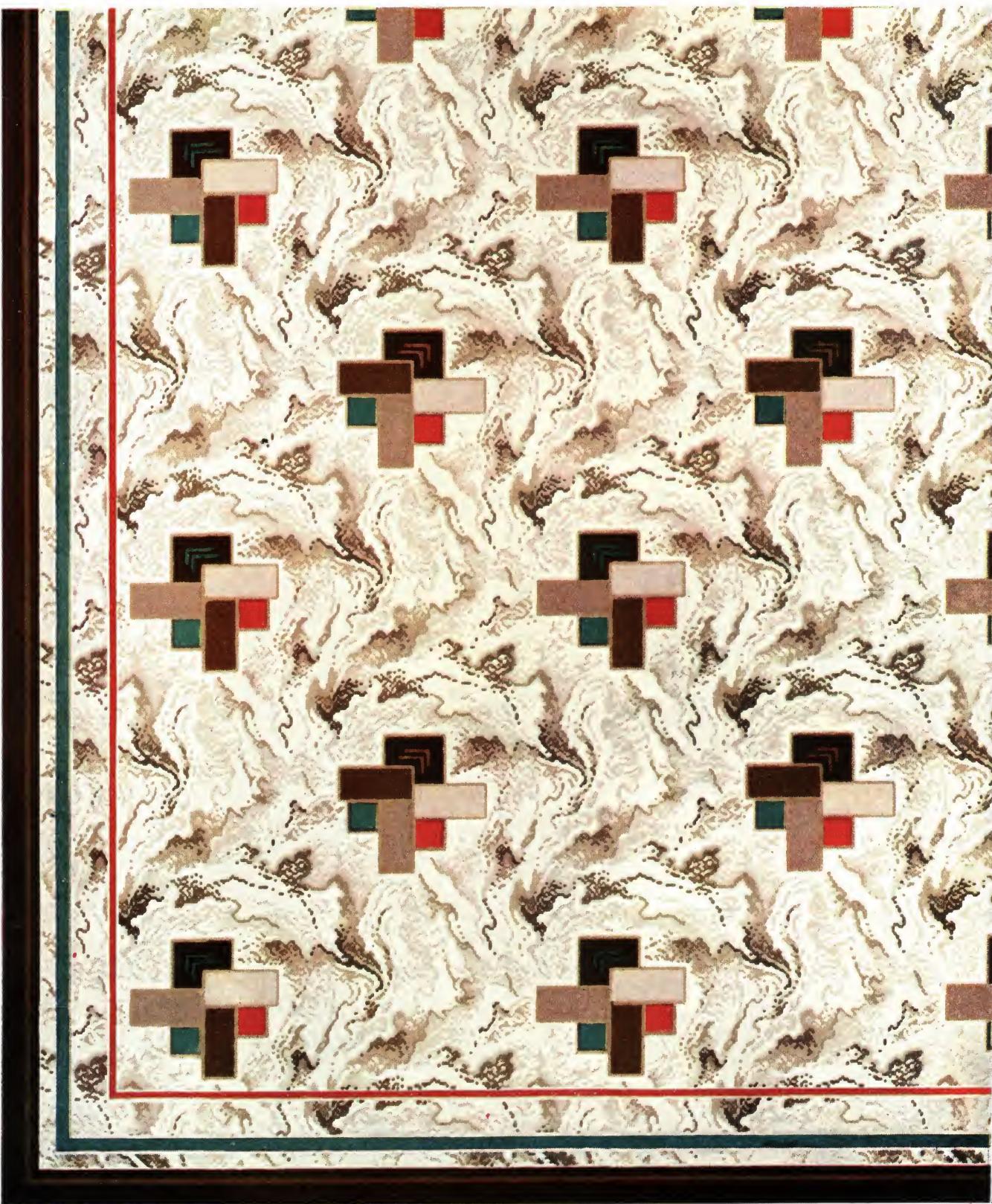
3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 15'      12' x 15'

**ARMSTRONG'S  
QUAKER RUG  
No. 4531**



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4540**

3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'  
6' x 9'

3' x 12'  
7 1/2' x 9'

6' x 12'

9' x 9'  
9' x 10 1/2'

9' x 12'  
9' x 15'

12' x 12'  
12' x 15'

**ARMSTRONG'S  
QUAKER RUG  
No. 4541**



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4550**

3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 15'      12' x 15'

**ARMSTRONG'S  
QUAKER RUG  
No. 4551**



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4596**

6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 12'



Approximately 1/6 actual size

3' x 9'  
6' x 9'

3' x 12'  
7 1/2' x 9'

6' x 12'  
9' x 10 1/2'

9' x 9'  
9' x 15'

9' x 12'  
9' x 15'

12' x 12'  
12' x 15'

**ARMSTRONG'S  
QUAKER RUG  
No. 4635**



Approximately  $\frac{1}{6}$  actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4725**

3' x 9'	6' x 9'	7 $\frac{1}{2}$ ' x 9'	9' x 10 $\frac{1}{2}$ '	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 15'      12' x 15'

**ARMSTRONG'S  
QUAKER RUG  
No. 4752**



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4755**

3' x 9'	6' x 9'	7½' x 9'	9' x 10½'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 15'      12' x 15'

**ARMSTRONG'S  
QUAKER RUG  
No. 4925**



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4926**

3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 15'      12' x 15'

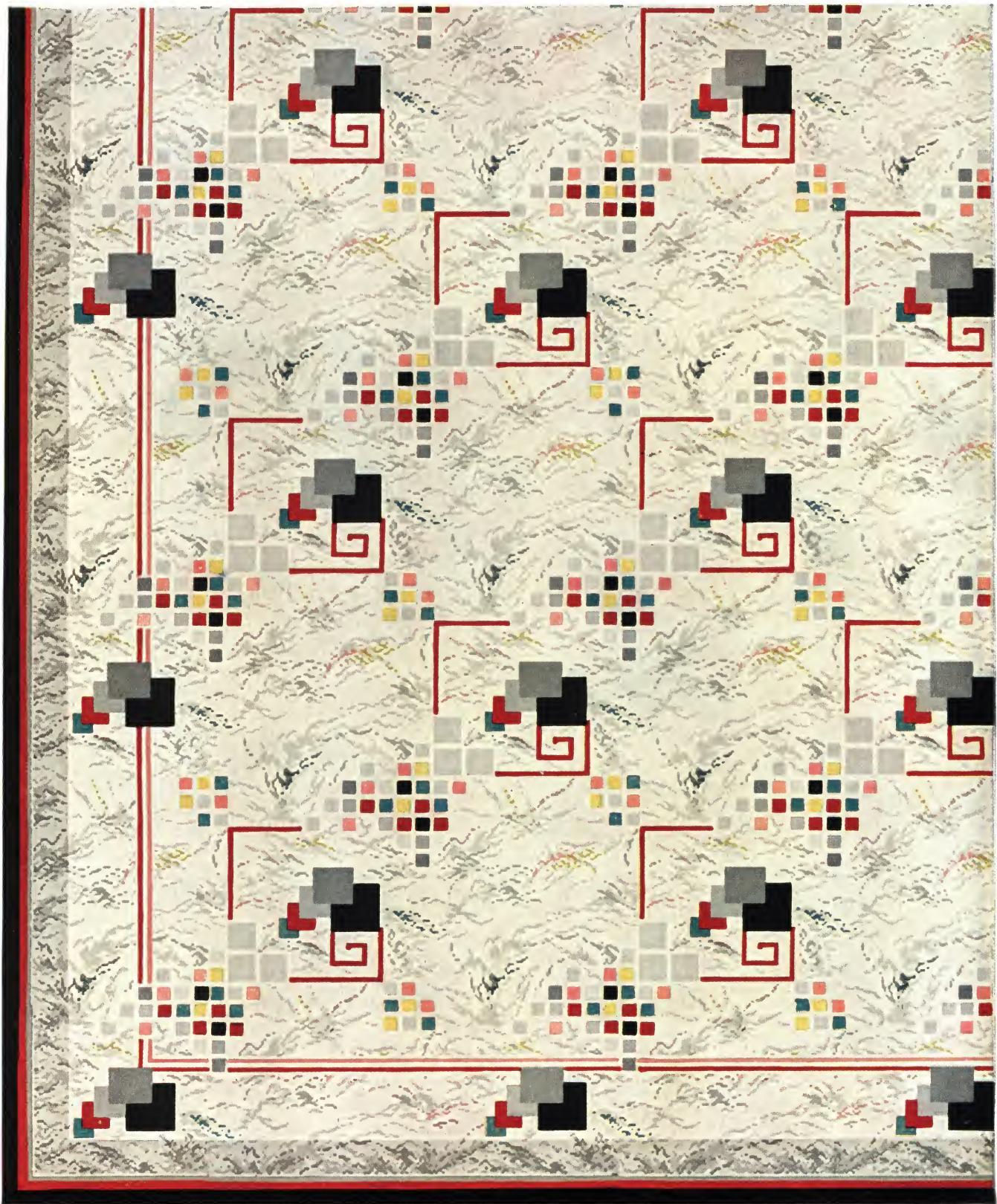
**ARMSTRONG'S  
QUAKER RUG  
No. 4927**



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4945**

3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'  
6' x 9'

3' x 12'  
7 1/2' x 9'

6' x 12'  
9' x 10 1/2'

9' x 9'  
9' x 10 1/2'

9' x 12'  
9' x 15'

12' x 12'  
12' x 15'

**ARMSTRONG'S  
QUAKER RUG  
No. 4946**



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4955**

3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 15'      12' x 15'

**ARMSTRONG'S  
QUAKER RUG  
No. 4956**



Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER RUG  
No. 4975**

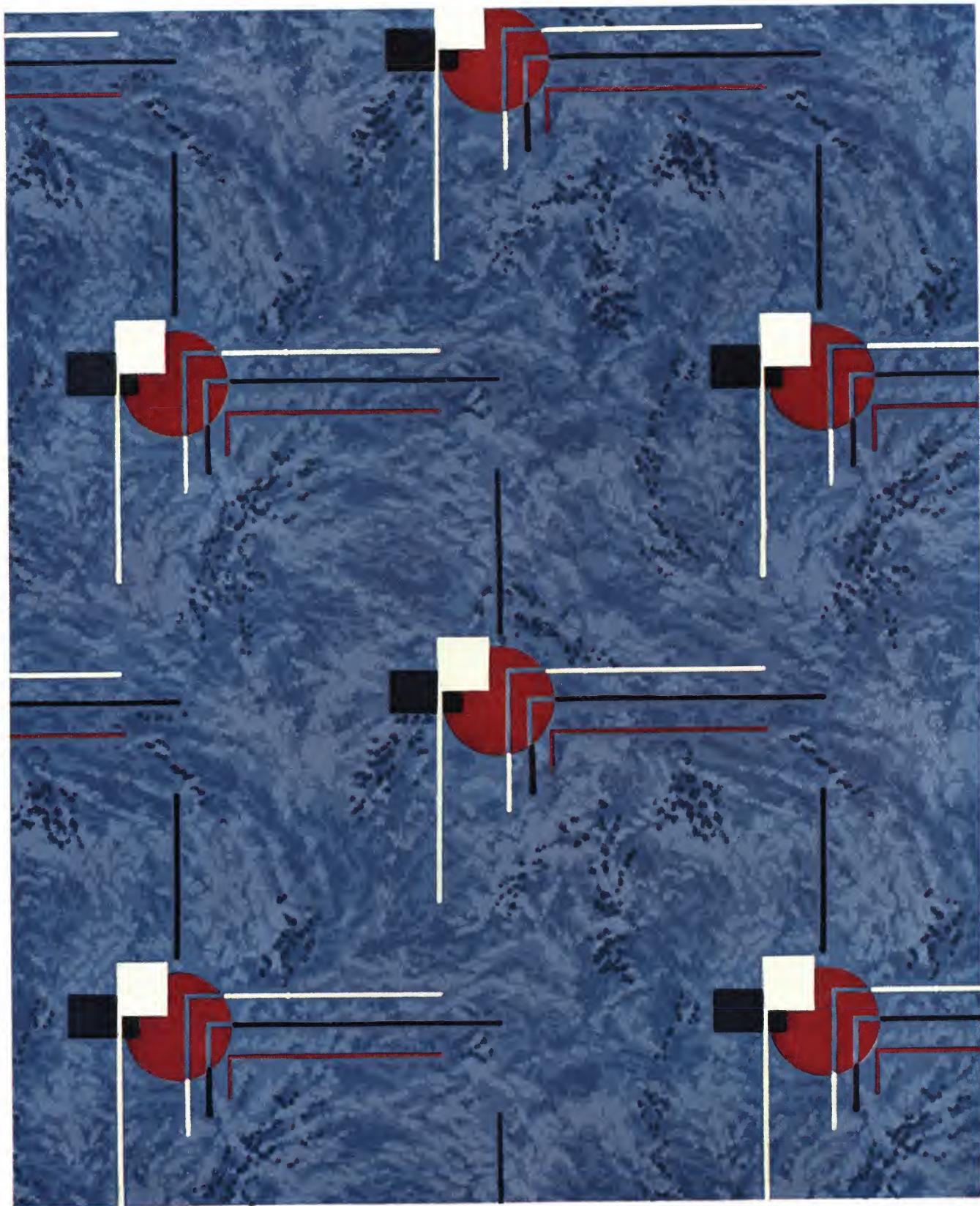
3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'	3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'
6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'	

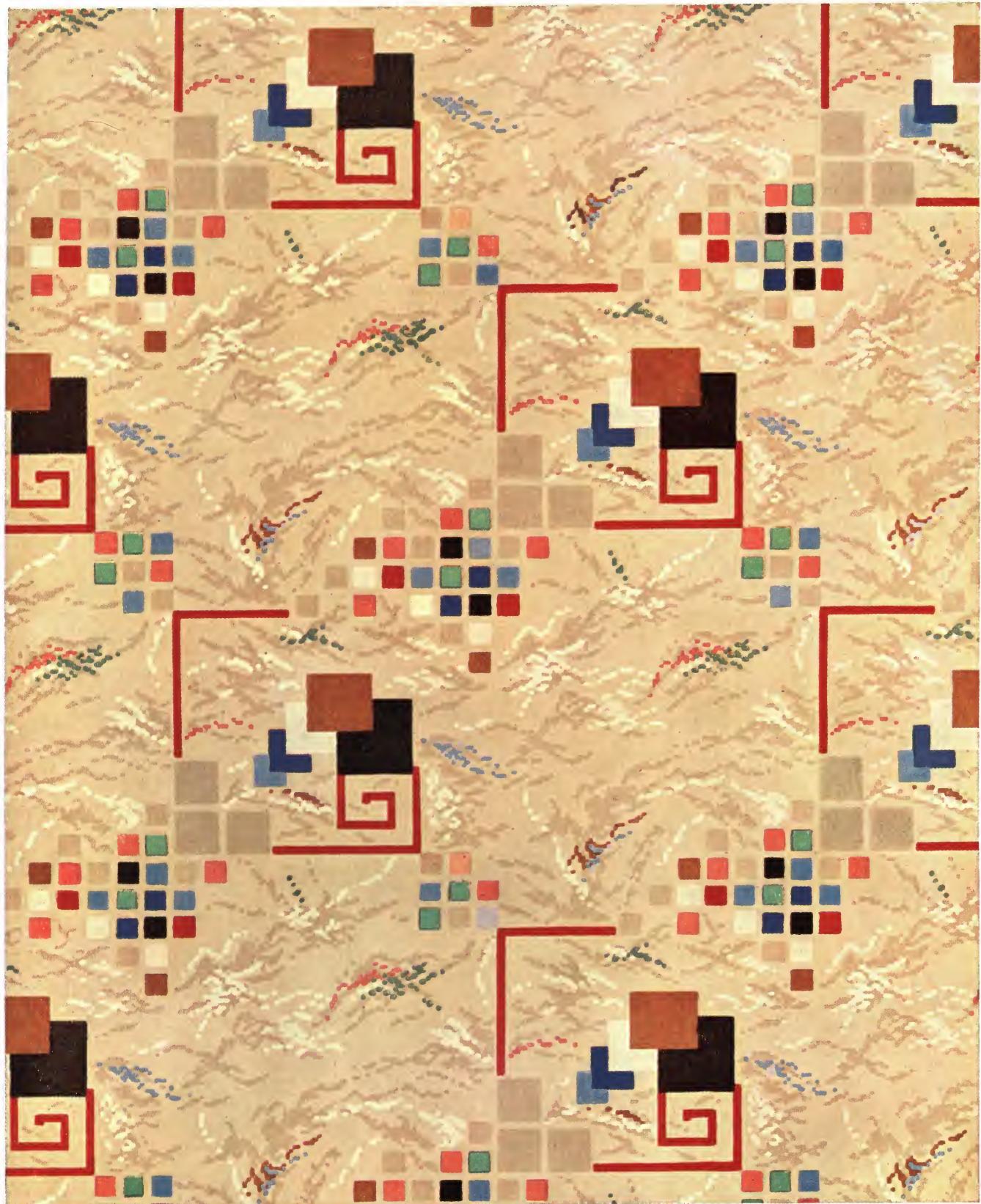
**ARMSTRONG'S  
QUAKER RUG  
No. 4976**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2565**

**2 yards wide only**



Approximately 1/4 actual size

2, 3, and 4 yards wide

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2585**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2586**

**2, 3, and 4 yards wide**



Approximately 1/4 actual size

3 and 4 yards wide only

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2615**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2616**

**3 and 4 yards wide only**



Approximately 1/4 actual size

3 and 4 yards wide only

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2645**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2646**

**3 and 4 yards wide only**



Approximately 1/4 actual size

2, 3, and 4 yards wide

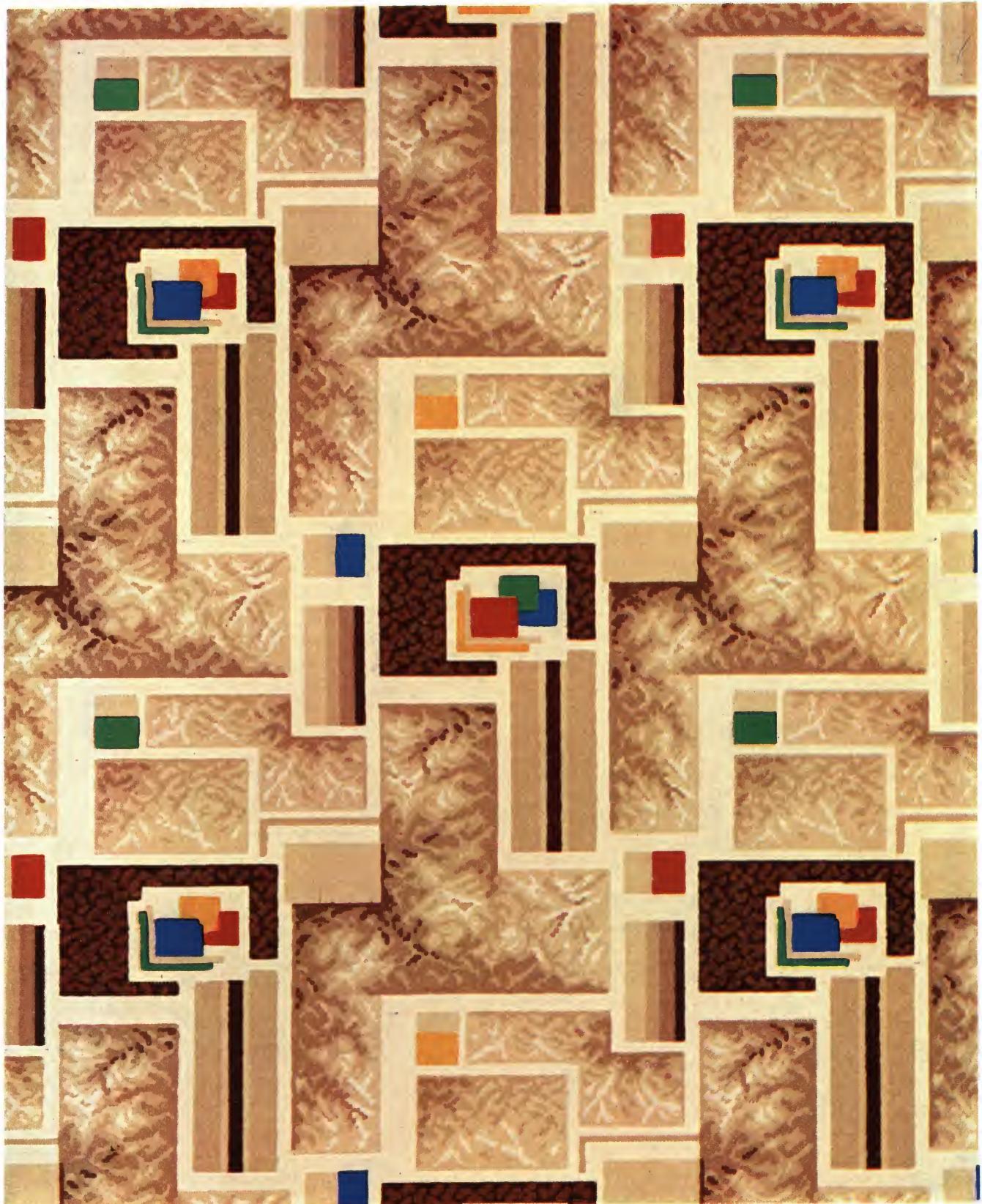
ARMSTRONG'S  
QUAKER FLOOR COVERING  
**No. 2655**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2656**

**3 and 4 yards wide only**



Approximately 1/4 actual size

2, 3, and 4 yards wide

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2665**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2666**

**2, 3, and 4 yards wide**



Approximately 1/4 actual size

2, 3, and 4 yards wide

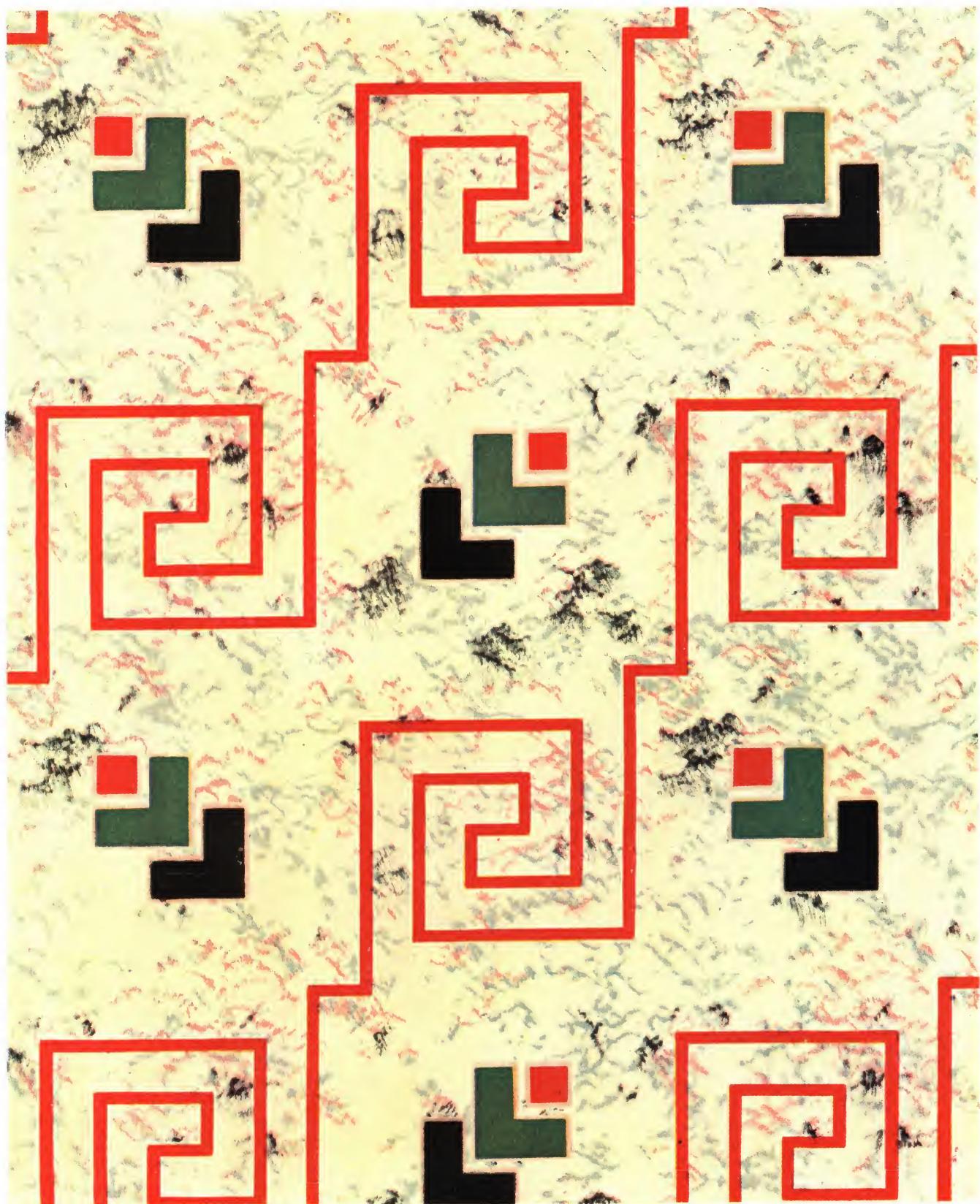
**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2675**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2676**

**3 and 4 yards wide only**



Approximately 1/4 actual size

2, 3, and 4 yards wide

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2685**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2686**

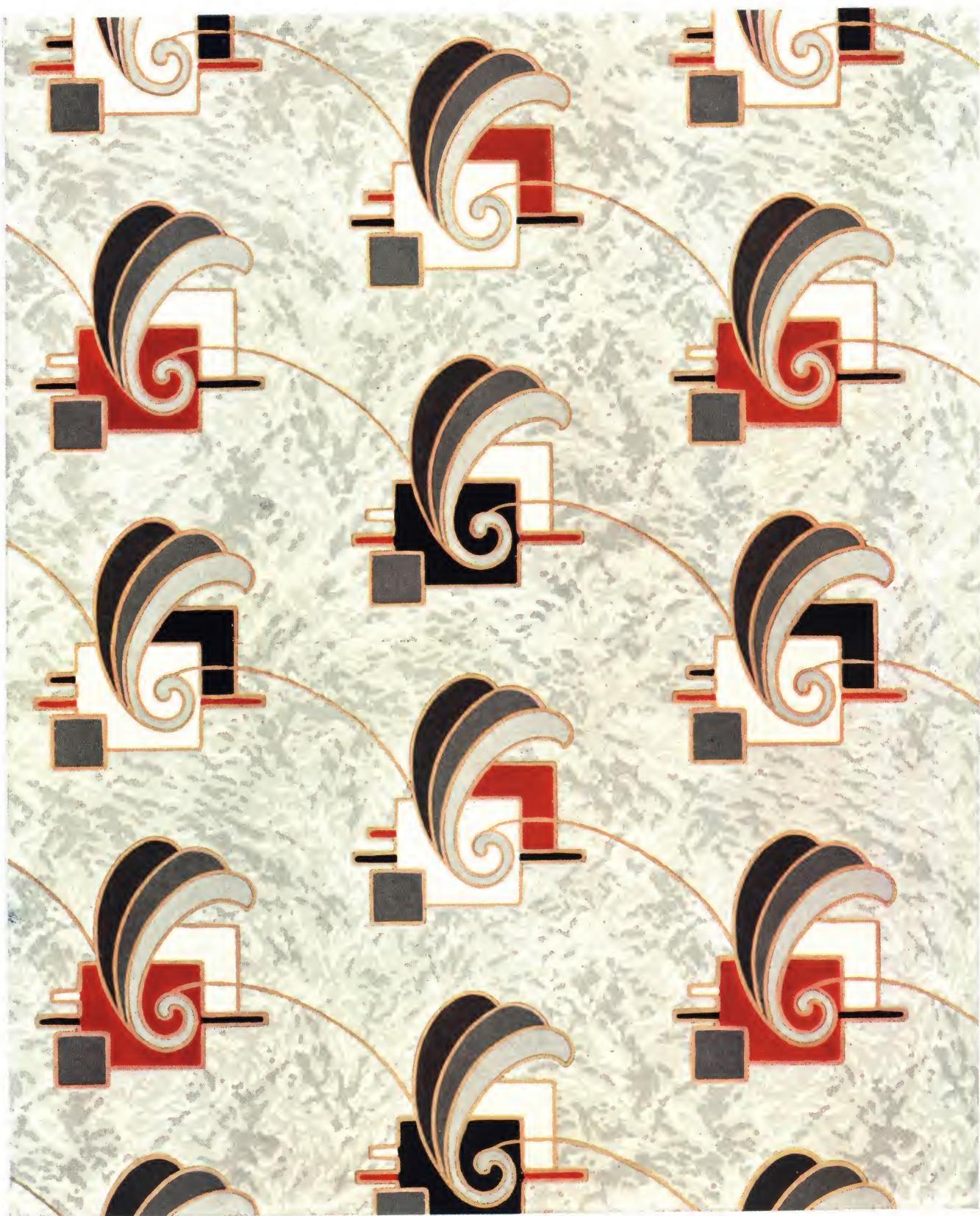
2, 3, and 4 yards wide



Approximately 1/4 actual size

2, 3, and 4 yards wide

ARMSTRONG'S  
QUAKER FLOOR COVERING  
**No. 2695**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2696**

**2, 3, and 4 yards wide**



Approximately 1/4 actual size

3 and 4 yards wide only

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2705**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2706**

**3 and 4 yards wide only**



Approximately 1/4 actual size

2, 3, and 4 yards wide

ARMSTRONG'S  
QUAKER FLOOR COVERING  
**No. 2710**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2711**

**2, 3, and 4 yards wide**



Approximately 1/4 actual size

3 and 4 yards wide only

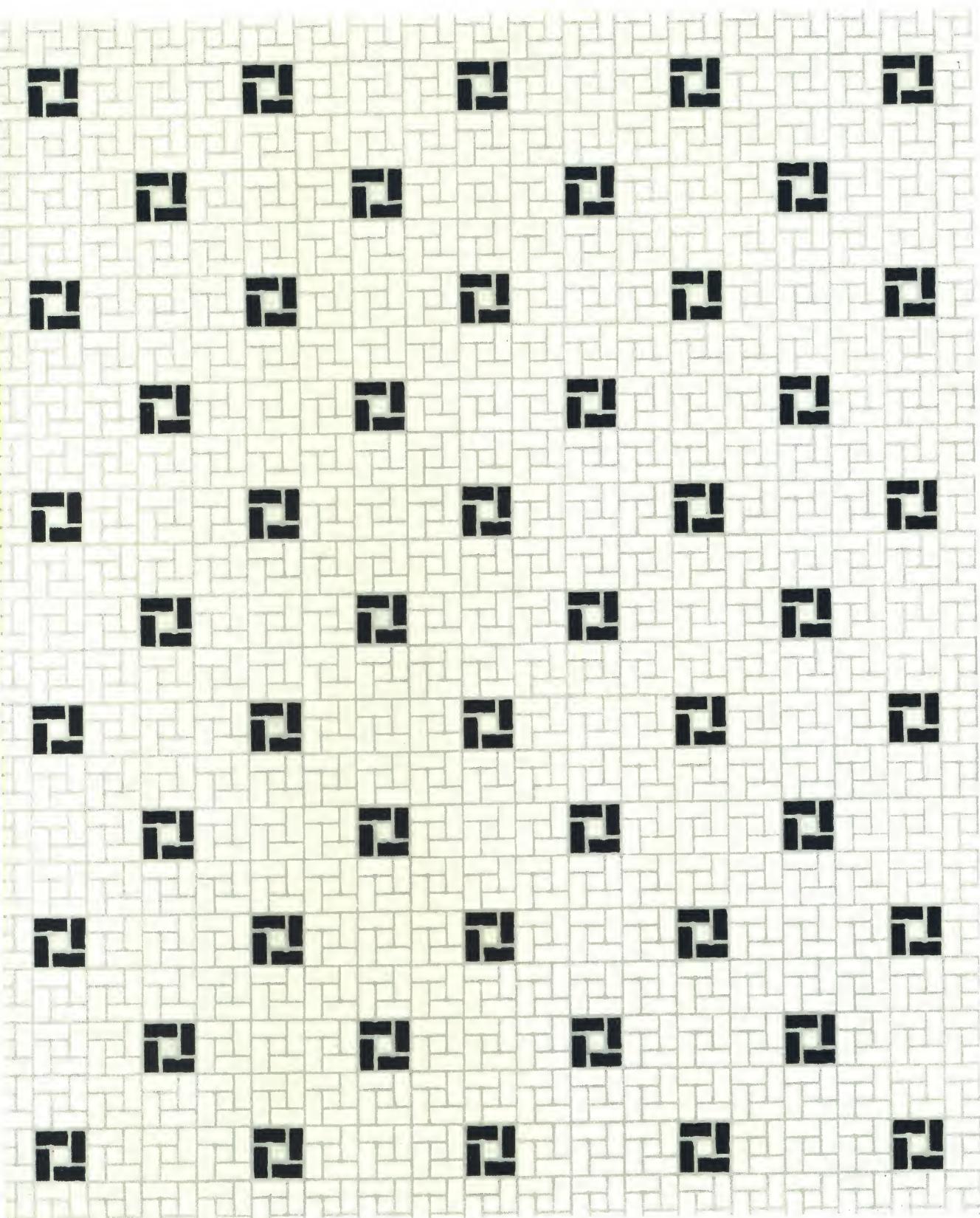
**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2720**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2721**

**3 and 4 yards wide only**



Approximately 1/4 actual size

2 yards wide only

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2873**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2940**

**2, 3, and 4 yards wide**



Approximately 1/4 actual size

2, 3, and 4 yards wide

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2942**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2943**

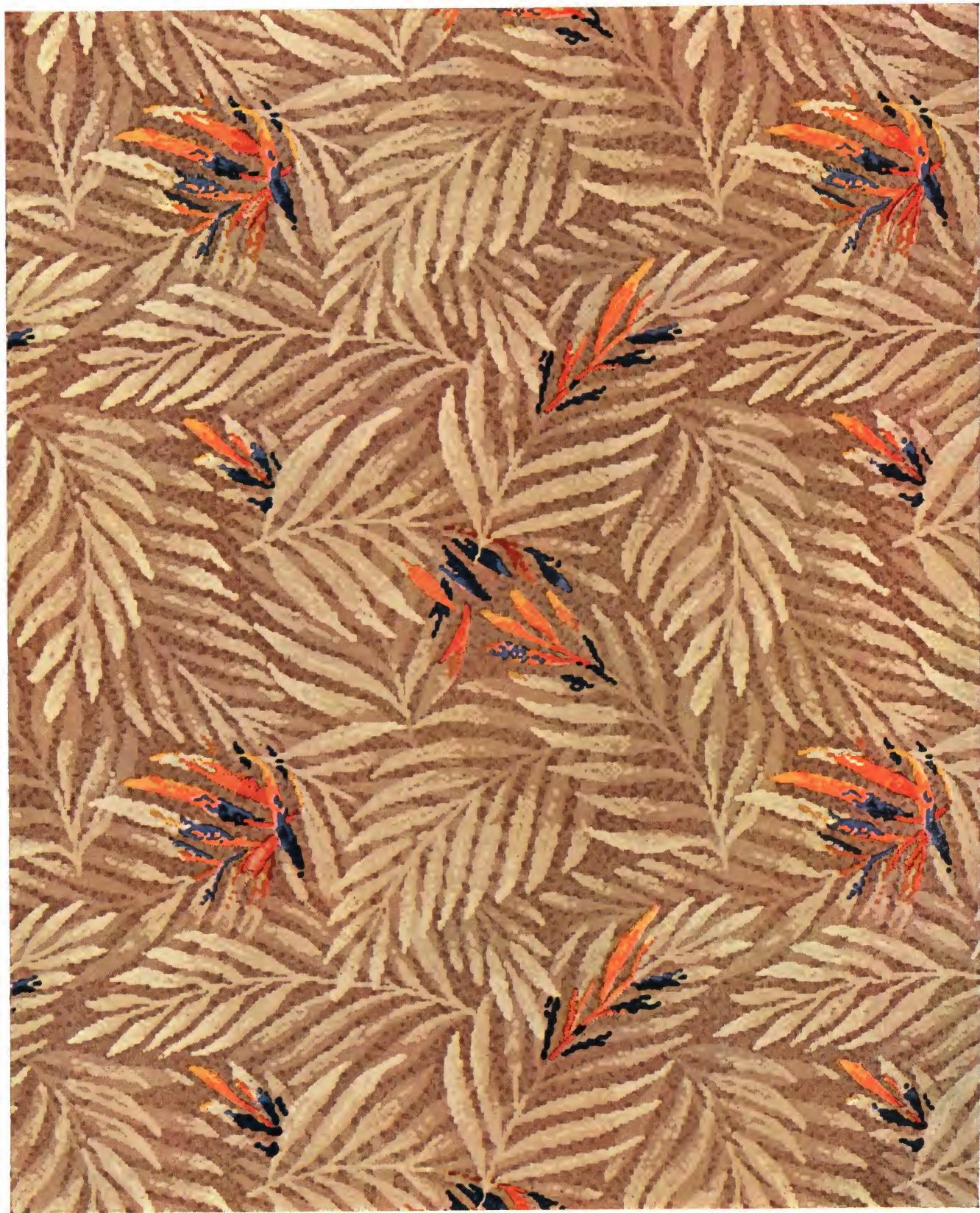
**2 yards wide only**



Approximately 1/4 actual size

2, 3, and 4 yards wide

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2946**



Approximately 1/4 actual size

**ARMSTRONG'S  
QUAKER FLOOR COVERING  
No. 2981**

**3 and 4 yards wide only**

# ARMSTRONG'S QUAKER PASSAGE COVERING

Armstrong's Quaker Passage Covering is an ideal flooring choice for halls and passages where appearance and ease of cleaning are desired but where low cost is an important factor.

Manufactured to the same high standards of quality as Armstrong's Quaker Rugs and Floor Covering, Armstrong's Quaker Passage Covering consists of a lustrous, long-wearing enamel surface baked on a tough felt backing that is specially processed for extra durability and maximum smoothness. Armstrong's Quaker Passage Covering can be cemented direct and later removed without damage to a wood subfloor because of Armstrong's patented Safety-Back feature.

Because the enamel surface of Quaker Passage Covering is mirror-smooth, it resists dust and dirt and is easy to clean and keep clean. Dusting, periodic damp mopping, and an occasional waxing with Armstrong's Linogloss Wax are all the care it needs.

The five patterns of Armstrong's Quaker Passage Covering have been created by the same master artists whose talent and skill have won wide praise for the styling of Armstrong's Linoleum and Armstrong's Quaker Rugs. These five patterns feature harmonious blending of tasteful colors.

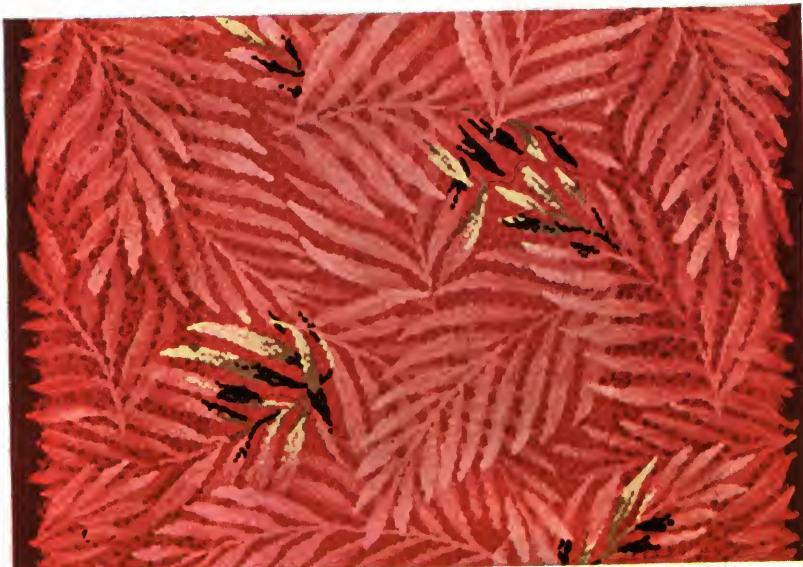
The entire selection of Armstrong's Quaker Passage Covering is available in both 24" and 36" widths.

## ARMSTRONG'S QUAKER PASSAGE COVERING No. P250

24 and 36 inches wide



Approximately 1/6 actual size



Approximately 1/6 actual size

## ARMSTRONG'S QUAKER PASSAGE COVERING No. P251

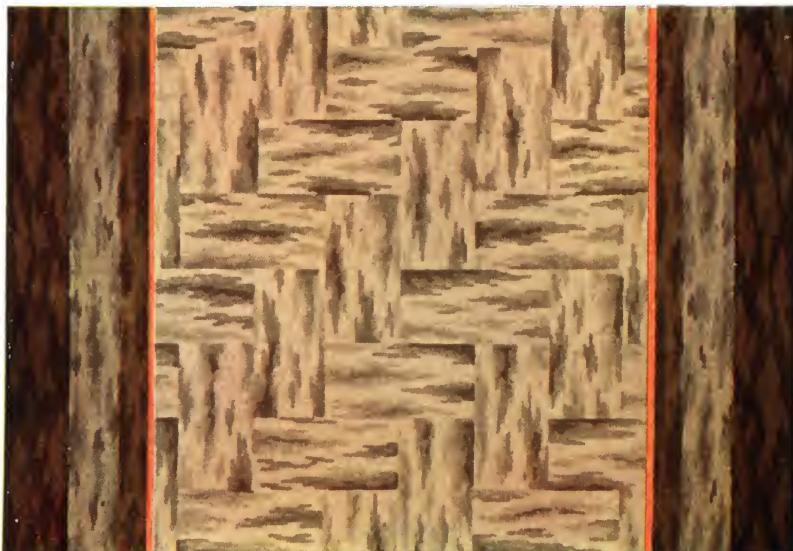
24 and 36 inches wide

**ARMSTRONG'S  
QUAKER PASSAGE  
COVERING  
No. P230**

24 and 36 inches wide



Approximately 1/6 actual size



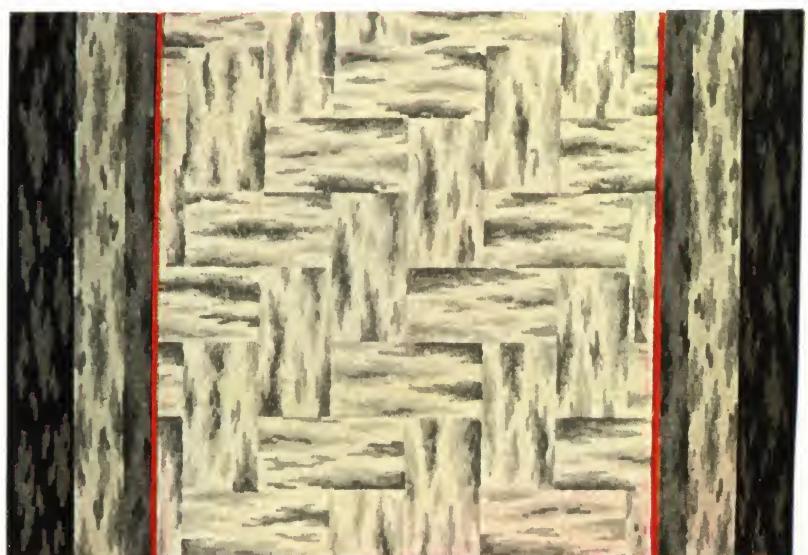
Approximately 1/6 actual size

**ARMSTRONG'S  
QUAKER PASSAGE  
COVERING  
No. P240**

24 and 36 inches wide

**ARMSTRONG'S  
QUAKER PASSAGE  
COVERING  
No. P241**

24 and 36 inches wide



Approximately 1/6 actual size

*Armstrong's*  
**STANDARD  
RUG**

MADE BY THE MAKERS OF  ARMSTRONG'S LINOLEUM

**ARMSTRONG'S  
STANDARD  
RUGS**  
—  
**FLOOR COVERING**



Approximately 1/6 actual size

**ARMSTRONG'S  
STANDARD RUG  
No. 3285**

3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

**ARMSTRONG'S  
STANDARD RUG  
No. 3300**

3' x 9'	3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'
6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'	



Approximately 1/6 actual size

**ARMSTRONG'S  
STANDARD RUG  
No. 3301**

3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'	3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'
6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'	

**ARMSTRONG'S  
STANDARD RUG  
No. 3320**



Approximately 1/6 actual size

**ARMSTRONG'S  
STANDARD RUG  
No. 3321**

3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 15'      12' x 15'

**ARMSTRONG'S  
STANDARD RUG  
No. 3330**



Approximately 1/6 actual size

**ARMSTRONG'S  
STANDARD RUG  
No. 3331**

3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 15'      12' x 15'

**ARMSTRONG'S  
STANDARD RUG  
No. 3340**



Approximately 1/6 actual size

**ARMSTRONG'S  
STANDARD RUG  
No. 3341**

3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/6 actual size

3' x 9'      3' x 12'      6' x 12'      9' x 9'      9' x 12'      12' x 12'  
6' x 9'      7 1/2' x 9'      9' x 10 1/2'      9' x 15'      12' x 15'

**ARMSTRONG'S  
STANDARD RUG  
No. 3350**



Approximately 1/6 actual size

**ARMSTRONG'S  
STANDARD RUG  
No. 3351**

3' x 9'	6' x 9'	7 1/2' x 9'	9' x 10 1/2'	9' x 15'	12' x 15'
3' x 12'	6' x 12'	9' x 9'	9' x 12'	12' x 12'	



Approximately 1/4 actual size

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12430**

**2 yards wide only**



Approximately 1/4 actual size

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12541**

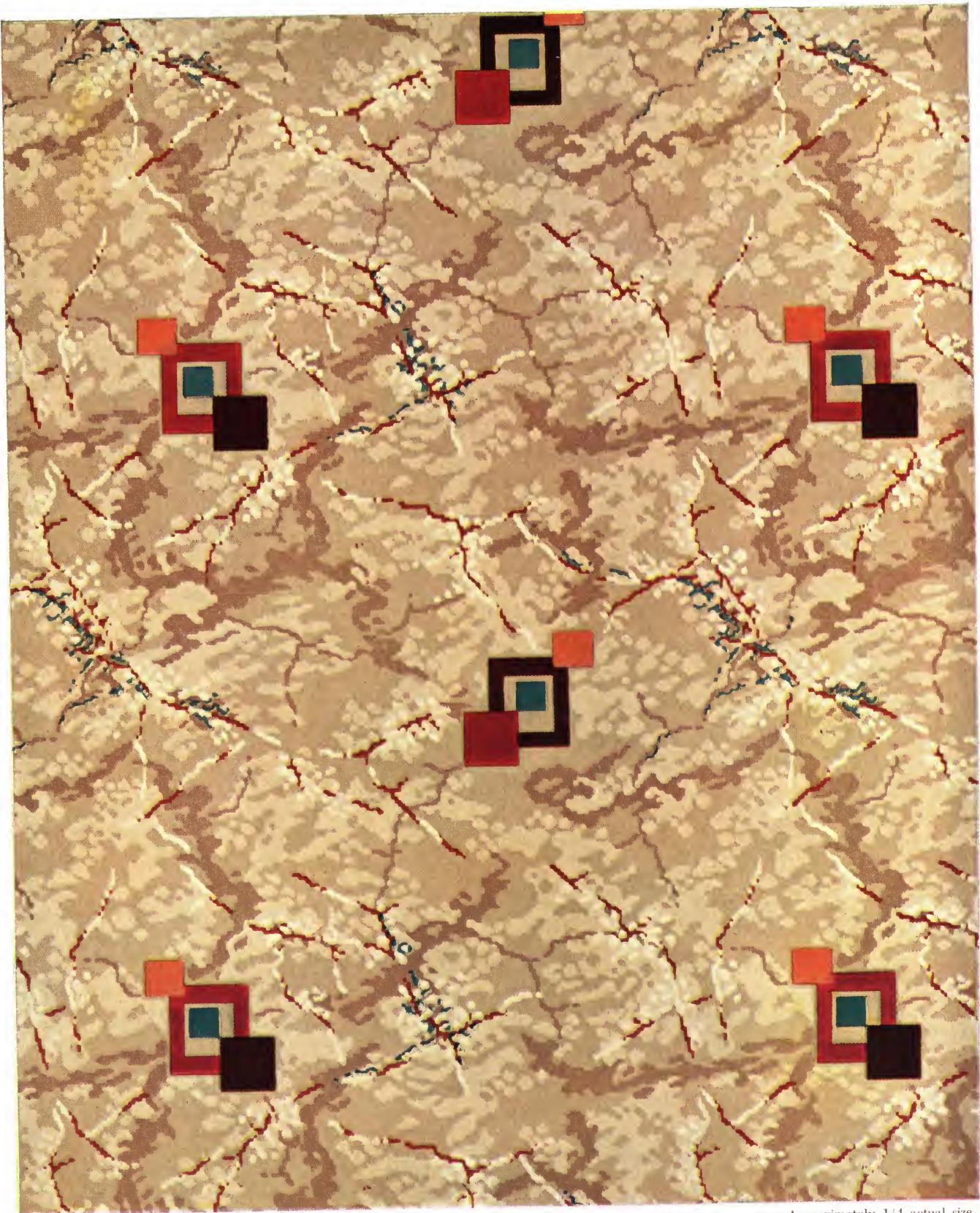
**3 and 4 yards wide only**



Approximately 1/4 actual size

2, 3, and 4 yards wide

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12550**



Approximately 1/4 actual size

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12551**

**2, 3, and 4 yards wide**



Approximately 1/4 actual size

2, 3, and 4 yards wide

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12560**



Approximately 1/4 actual size

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12561**

**2 yards wide only**



Approximately 1/4 actual size

2, 3, and 4 yards wide

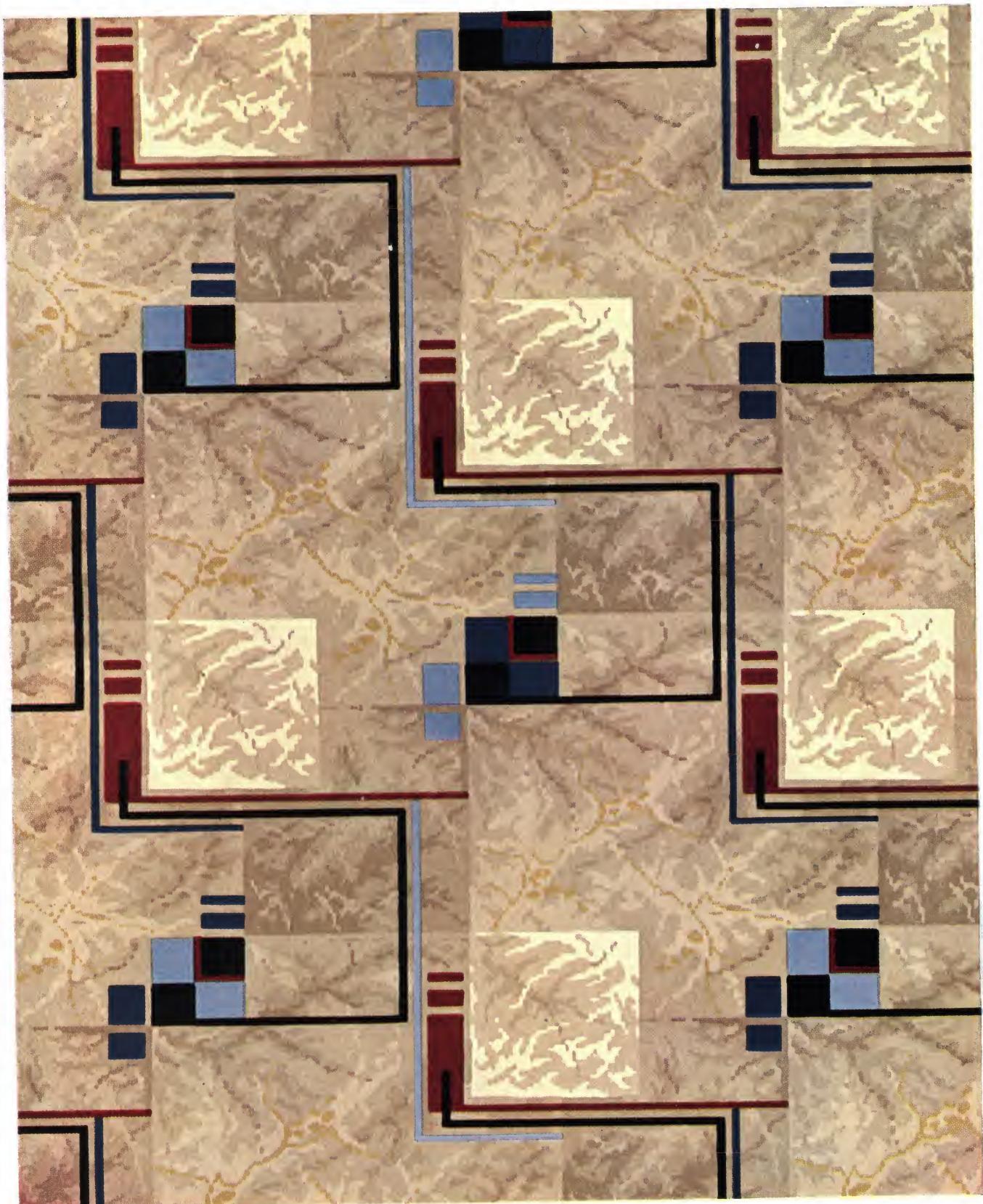
**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12562**



Approximately 1/4 actual size

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12570**

**3 and 4 yards wide only**



Approximately 1/4 actual size

2, 3, and 4 yards wide

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12580**



Approximately 1/4 actual size

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12581**

**2, 3, and 4 yards wide**



Approximately 1/4 actual size

3 and 4 yards wide only

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12590**



Approximately 1/4 actual size

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12591**

**3 and 4 yards wide only**



Approximately 1/4 actual size

3 and 4 yards wide only

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12600**



Approximately 1/4 actual size

**ARMSTRONG'S  
STANDARD FLOOR COVERING  
No. 12601**

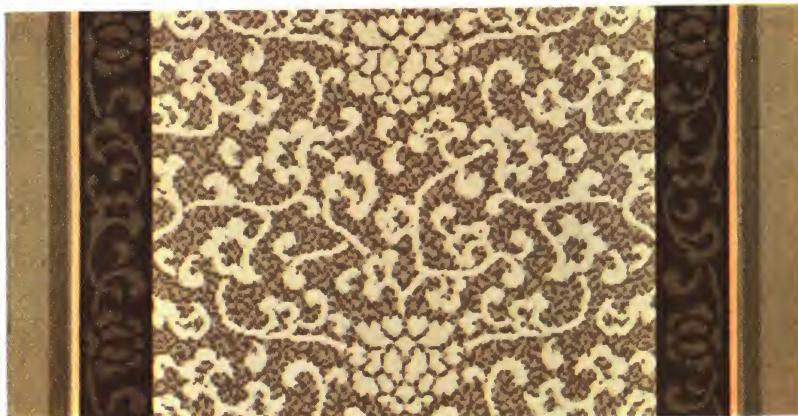
**3 and 4 yards wide only**

# ARMSTRONG'S STANDARD PASSAGE COVERING

Providing a decorative yet inexpensive flooring for halls and passageways, Armstrong's Standard Passage Covering is a reliable quality product that offers a real value to the homemaker.

The five patterns of Armstrong's Standard Passage Covering range from simple, stylized designs in soft,

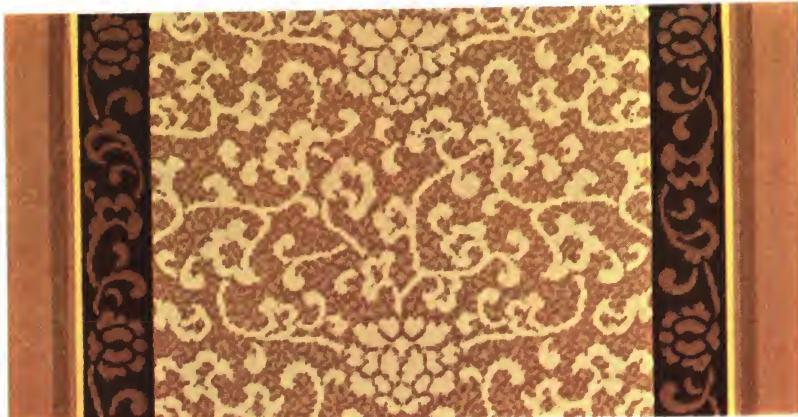
neutral shades to brilliant florals suitable for use where a colorful floor is desired. All five of these patterns have the same durable enamel surface and tough felt backing as Armstrong's Standard Rugs and Floor Covering as well as the easy-to-clean qualities of all Armstrong's felt-base products.



Approximately 1/6 actual size

## ARMSTRONG'S STANDARD PASSAGE COVERING **No. P300**

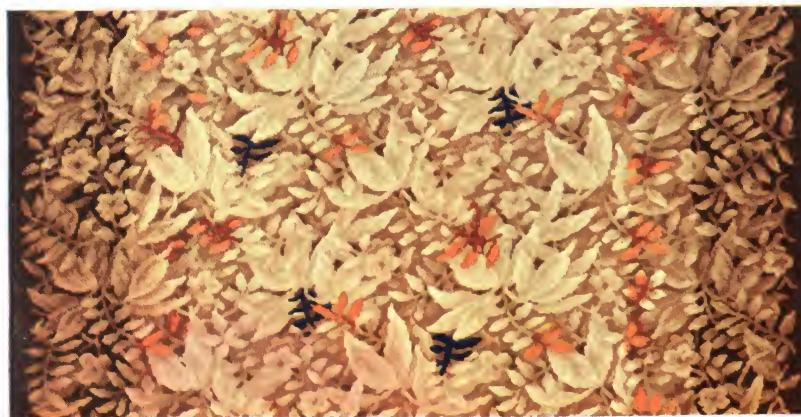
24 inches wide only



Approximately 1/6 actual size

## ARMSTRONG'S STANDARD PASSAGE COVERING **No. P301**

24 inches wide only



Approximately 1/9 actual size

## ARMSTRONG'S STANDARD PASSAGE COVERING **No. P310**

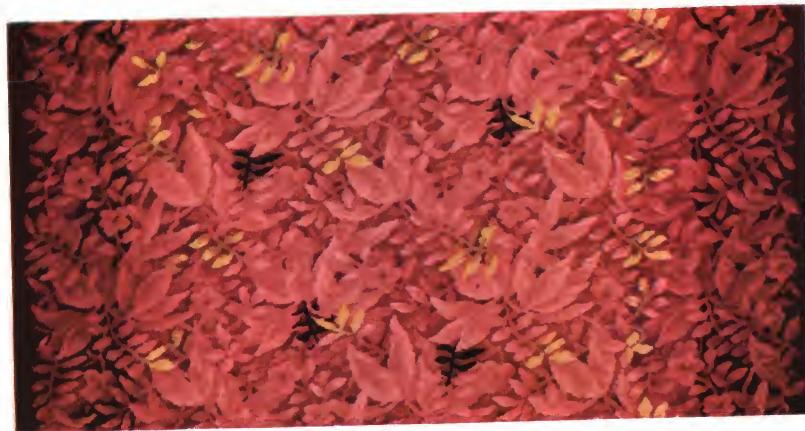
24 and 36 inches wide

**ARMSTRONG'S  
STANDARD PASSAGE  
COVERING  
No. P311**

24 and 36 inches wide



Approximately 1/9 actual size



Approximately 1/9 actual size

**ARMSTRONG'S  
STANDARD PASSAGE  
COVERING  
No. P312**

24 and 36 inches wide

**ARMSTRONG'S RUG BORDER**

Two patterns in Armstrong's Rug Border fill the need for an inexpensive floor covering to fill the area between the edge of a rug and the side walls of a room. Both patterns give the appearance of finely polished wood floors. They have a smooth surface that makes cleaning easy.

Available in widths of 24", 36", and two yards, Armstrong's Rug Border consists of a smooth enamel surface baked to a durable felt backing.

**ARMSTRONG'S  
RUG BORDER**

24, 36, and 72 inches wide



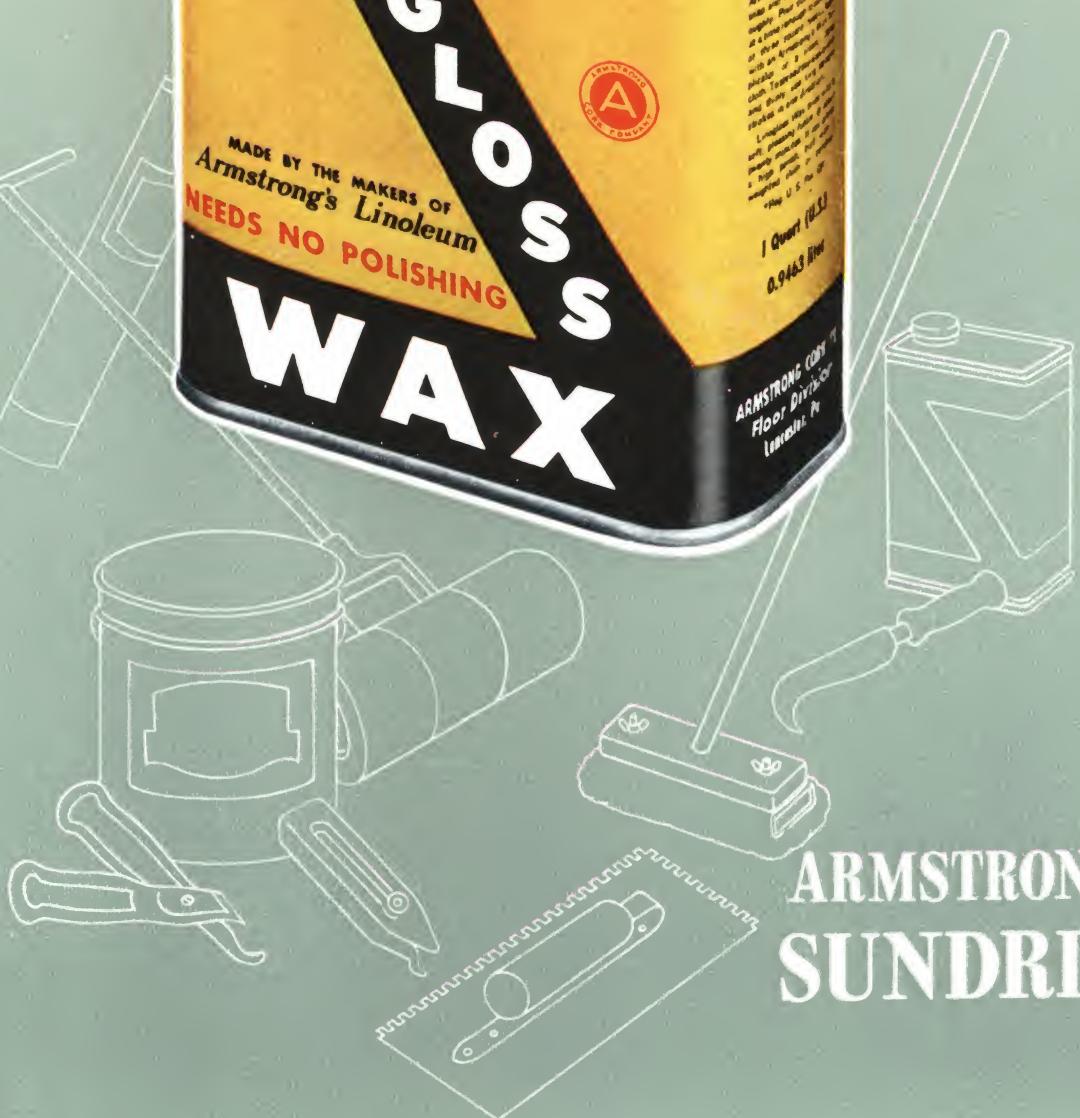
Approximately 1/4 actual size

No. 57



Approximately 1/4 actual size

No. 58



ARMSTRONG'S  
SUNDRIES

## ARMSTRONG'S SUNDRIES

The Armstrong Line of sundries includes materials and tools for the installation and maintenance of resilient floors and wall coverings. Each item has been designed to meet a specific need and to fill it with the greatest degree of efficiency and dependability. Years of experience plus laboratory and field research have aided in the development of this group of fine quality materials. They are so well suited for use with the various Armstrong Floor and Wall products that they materially aid proper installation and maintenance. Thus they simplify working methods while helping to assure lasting good service.

A merchant who uses and sells these Armstrong materials concentrates in one company the responsibility for all of the products in a floor and wall covering installation. In addition, he is assured that each sundry material will measure up to the high standard of quality maintained for the Armstrong Line.

### Armstrong's Linogloss Wax

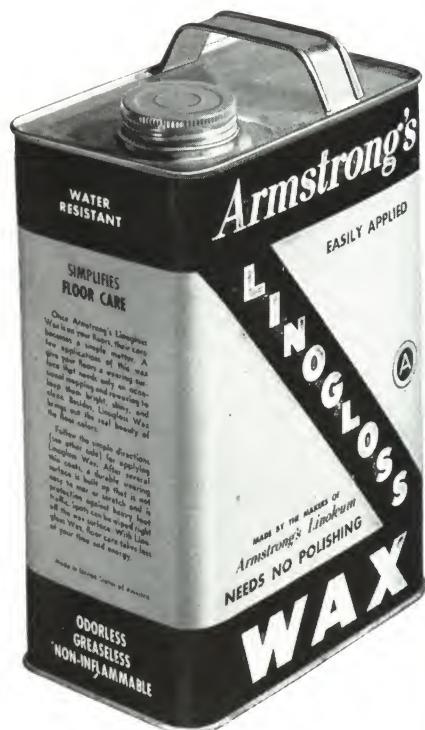
Armstrong's Linogloss Wax is a liquid, self-polishing wax which can be safely used on all resilient floors, wood-work, painted surfaces, and wood floors. Made with carnauba, the highest quality raw wax known, Linogloss is scientifically blended to spread in a smooth, even coat.

The process of waxing floors with Armstrong's Linogloss Wax is exceptionally fast and simple. Either a soft cloth or an Armstrong's Wax Applicator may be used to spread a thin coat of wax over the floor. The colorless wax dries thoroughly in about twenty to thirty minutes. The lustrous surface needs no polishing, although a higher gloss may be obtained by buffing with a weighted cloth or polisher. When re-waxing floor surfaces, old wax need not be removed before a new coat of Linogloss Wax can be applied.

The protection Linogloss Wax gives to the surface of any resilient floor adds materially to its life. The hard, smooth finish obtained by Linogloss Wax is unusually resistant to water spotting and will not chip or craze. Only simple buffing by hand is necessary to remove ordinary traffic marks. Linogloss Wax is odorless when dry. The mild and pleasant odor lasts only while the wax is drying.

One gallon of Linogloss Wax will give a protective coating to a floor area of 2000 to 3000 square feet, making it an economical as well as an efficient maintenance sundry.

Lasting beauty in any floor comes through a proper and regular maintenance routine. The use of Armstrong's Linogloss Wax assures long-lasting beauty and a sparkling surface for all types of Armstrong's Resilient Floors.



## Armstrong's Liquid Cleaner

Armstrong's Liquid Cleaner is a high quality product that is recommended for cleaning all resilient floor coverings, except asphalt tile and rubber tile. It is also suggested for use on painted walls, woodwork, and furniture. Although it is mild, Armstrong's Liquid Cleaner does its work quickly and thoroughly.

Armstrong's Liquid Cleaner is easy to use; the penetrating action of the cleaner loosens dirt without the necessity of hard scrubbing. Only a small amount, mixed with water, is needed to remove the dirt that accumulates under normal use. A stronger solution may be used for removing stubborn traffic marks or excessive dirt without any danger of injury to the flooring material. The use of Armstrong's Liquid Cleaner assures a fast, easy care routine without sacrificing either economy or efficiency.



No. S-73 Sweeping Compound. Keeps dust down when sweeping. Safe for all floors.



No. S-74 Cleaning Powder. For cleaning asphalt tile and rubber tile. Easy to use.

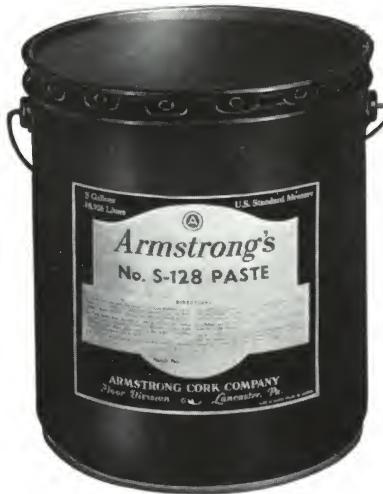


Armstrong's Linogloss Wax Applicator with soft lamb's wool head is now offered in a new, simplified model. Lamb's wool head on the new model is easily removed for cleaning. Handle is set at an angle which makes faster and easier waxing possible. Wax Applicator is made in two convenient sizes: No. S-60 with 9-inch head and No. S-61 with 6-inch head, both with 42-inch handles. Eliminates the bending and stooping associated with waxing floors.

## Armstrong's Furniture Rests

Armstrong's Furniture Rests are highly recommended for use on resilient floors, wood floors, and carpets. They provide protection from indentation marks caused by the weight of even the heaviest pieces of furniture. Four styles and thirteen sizes are available in a rich shade of brown that harmonizes with furniture finishes. Made of tough, high quality plastic, these rests offer many advantages. All have broad, flat surfaces which distribute the weight over a larger area. The cotter type rest is for use on furniture which has already been drilled for casters; the nail type can be used on furniture with solid legs. Both have the exclusive Armstrong ball and socket swivel construction that keeps the rest flat if furniture is tipped. The round and square cups are for use with larger pieces of furniture and heavy appliances which are not frequently moved.





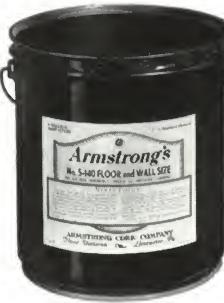
**No. S-128 Paste.** For use in the installation of Armstrong's Linoleum, Cork Tile, Rubber Tile, Linotile, Accoflor, and Quaker Floor Covering. An all-purpose paste for installation on lining felt or directly on suspended wood or concrete subfloors. Consistency permits easy spreading. Has a quick initial tack and exceptional bonding strength to help assure a permanent installation.



**No. S-290 Waterproof Cement.** For use with all resilient floors except asphalt and rubber tile. Ideal where waterproof bond is necessary. A new cement with outstanding alkali-resistant qualities. Particularly suitable in waterproofing seams of linoleum, Linowall, and the seams and edges of sink-top or counter-top installations. Handles easily and is suitable for installations over metal.



**No. S-170 Flormastic.** An emulsified asphalt for use with Lummitite cement and sand as a floor fill. Consistency permits "feathering" to a thin edge.



**No. S-140 Floor and Wall Size.** Retards absorption of adhesives into dry or porous floor and wall surfaces.



**No. S-245 Top-Set Cove Base Cement.** For installation of top-set cove base and cork tile wainscoting. Moistureproof.



**No. S-160 Emulsion.** For installing asphalt tile over No. S-150 lining felt on wood subfloors and directly to suspended concrete subfloors.



**No. S-80 Asphalt Primer.** Primes concrete subfloors on and below grade for installation of Armstrong's Asphalt Tile.



**No. S-90 Asphalt Cement.** For installation of asphalt tile over primed concrete subfloors which are in direct contact with the ground.



**No. S-97 Felt Remover.** For use in removing either dry or semi-saturated felt. When Felt Remover is mixed with water and applied to the lining felt, felt can then be easily removed with spatula or long-handled scraper.



**No. S-127 Cement, Latex Type.** For installation of Linowall. Has good initial tack, but allows sufficient time for sliding Linowall into place.



**No. S-96 Seam Protector.** A sturdy canvas strip designed for pasting under linoleum seams when they are parallel to floor boards. Prevents seams from opening due to seasonal shrinkage of floor boards.



**No. S-150 Lining Felt.** A special, semi-saturated rag felt for use under all resilient flooring material installed over suspended concrete, terrazzo, marble, ceramic tile, metal or wood subfloors (must be used under burlap-backed goods laid over wood). Makes floors warmer, quieter, more resilient, and more comfortable.

Absorbs much of the expansion and contraction of wood subfloors and helps to prevent the spreading of seams in resilient floor installations.

Assures maximum bonding strength and is heavy enough to help smooth minor subfloor irregularities.



**No. S-280 Accoflor Cement.** For installation of Armstrong's Accoflor on concrete floors in direct contact with the ground on grade level.



**No. S-190 Crack Filler.** For use in filling cracks and score marks on concrete subfloors. Also may be used for leveling uneven subfloors.



**No. S-72 100-pound Roller.** For rolling all resilient floor installations except asphalt tile. Adequate weight for all thicknesses of floor covering. Constructed of solid steel with babbittted bearings which permit free and easy rolling. The three-section construction provides a pivoting action that permits easy turning and smoother operation. Surfaces of the sections are smooth finished and do not mar the goods. Molded yolk gives the roller sturdiness. Entire roller can be taken apart easily and is constructed for long service under hard wear.



**No. S-901 Notched Steel Paste Spreader.** Spreads proper amount of adhesive for floor and wall installations. Removable blade is double-edged for longer life. Steel blade may be replaced by rubber blade (No. S-903, not shown) for even distribution of paste on concrete subfloors.



**No. S-891 Notched Steel Trowel.** For use in spreading adhesives. Has notches  $\frac{1}{16}$ " deep on  $\frac{1}{8}$ " centers on one side and one end. End notching provides small spreader surface for getting into corners, around pipes, and behind stationary fixtures.



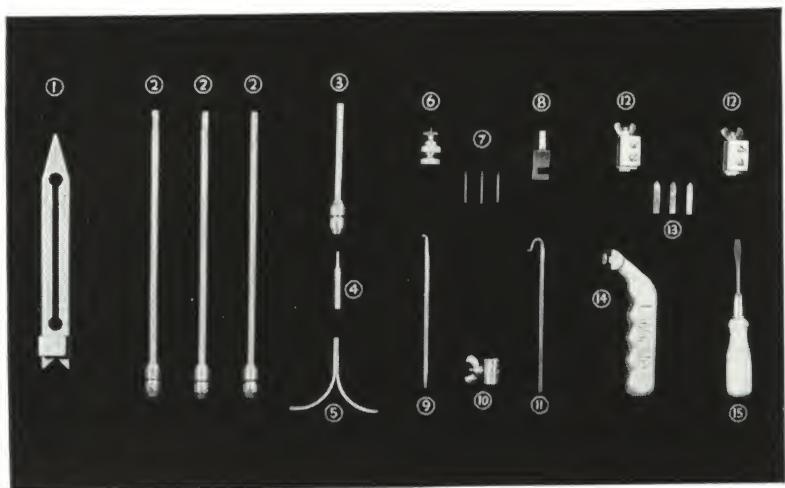
**No. S-92 Linoleum Knife.** Tempered steel, regulation size; properly curved for general installations.



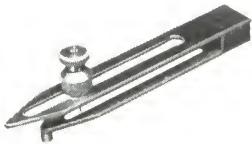
**No. S-99 Linoleum Knife.** Small size, regulation style; handy for wall installations and close linoleum work.



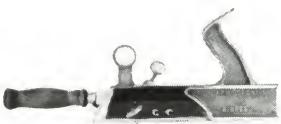
**No. S-93 Notched Blade Knife.** For cutting felt-base and felt-backed linoleum. Edge does not "gum" up. Comes complete with four blades.



**No. S-81 Universal Scriber**, an all-purpose tool with many uses, including: all straight scribing, recess scribing, radius scribing, offset scribing, and circular and curved Linostrip cutting. Can also be used for cutting circles and circular bands from 1 inch to 7 feet in diameter. Carrying kit has pocket for each part. Compact bundle contains: 1. Universal Bar, 2. 12" Extension Rod, 3. 6" Extension Rod, 4. Scribing Point, 5. Radius Attachment, 6. Pin-Holder, 7. Pins, 8. Pivot-Pin-Holder, 9. Recess Rod, 10. Coupling, 11. Cove and Base Rod, 12. Blade Holders, 13. Blades, 14. Handle, 15. Screwdriver.



**No. S-83 Linoleum Recess Scribing Tool.** Small, lightweight, adjustable to all gauges. Used for scribing linoleum to fit metal edging on sink tops and square outside corners.



**No. S-88 Seam Cutter.** A labor-saver for cutting long seams. Linoleum knife clamps firmly into position. Recommended for quick and accurate cutting of plain, jaspé, and Marbellé linoleum of  $\frac{1}{8}$ " or heavier gauge.



**No. S-95 Sandbags.** Of heavy quality duck and tightly sewn. For weighting seams and also for areas where a heavy linoleum roller cannot be used.



**No. S-84 18-inch Scribing Tool.** Sturdy, lightweight, of durable steel. Accurately scribes any width from 2" to 16".



**Asphalt Top-Set Cove Base.** Provides a practical, easy-to-clean baseboard treatment for all resilient floor installations. Gives tight fit when nailed or cemented in place. Supplied in black finish, 4" and 6" high.



**No. S-77 Asphalt Tile Roller.** A sturdy steel tool for use in sink-top and counter-top installations and on other areas too confined for regular 100-pound roller.



**No. S-17 Linotile Beveled Edging.** For finishing edges at doorways or on aisles. Available in wide range of marble colors.



**No. S-18 Asphalt Beveled Edging.** For use in finishing edge of tile floors, at doorways, or along aisles. Available in black only.



**No. S-78 Pin Vise.** For making a score line along which cold asphalt tile can be easily broken. Phonograph needle clamped in place makes simple scribing point.



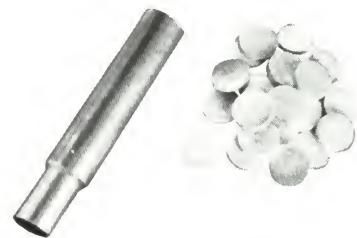
**No. S-15 5/8-inch Radius Linowall Fillet Strip.** For filling inside corners on Armstrong's Linowall installations. No. S-29 5/8-inch Radius Cove Base Fillet Strip should be used for flash type sink-top and cove base installations.



**No. S-11 Linowall Scriber.** For quick and accurate scribing when fitting Linowall around bowls, cabinets, door jambs, window frames, and where ceilings join walls.



**No. S-10 Inside Corner Forming Tool.** Used in the installation of Linowall, for pressing material firmly into inside corners. Also helpful in forcing linoleum smoothly against fillet strip in flash type cove base installations.



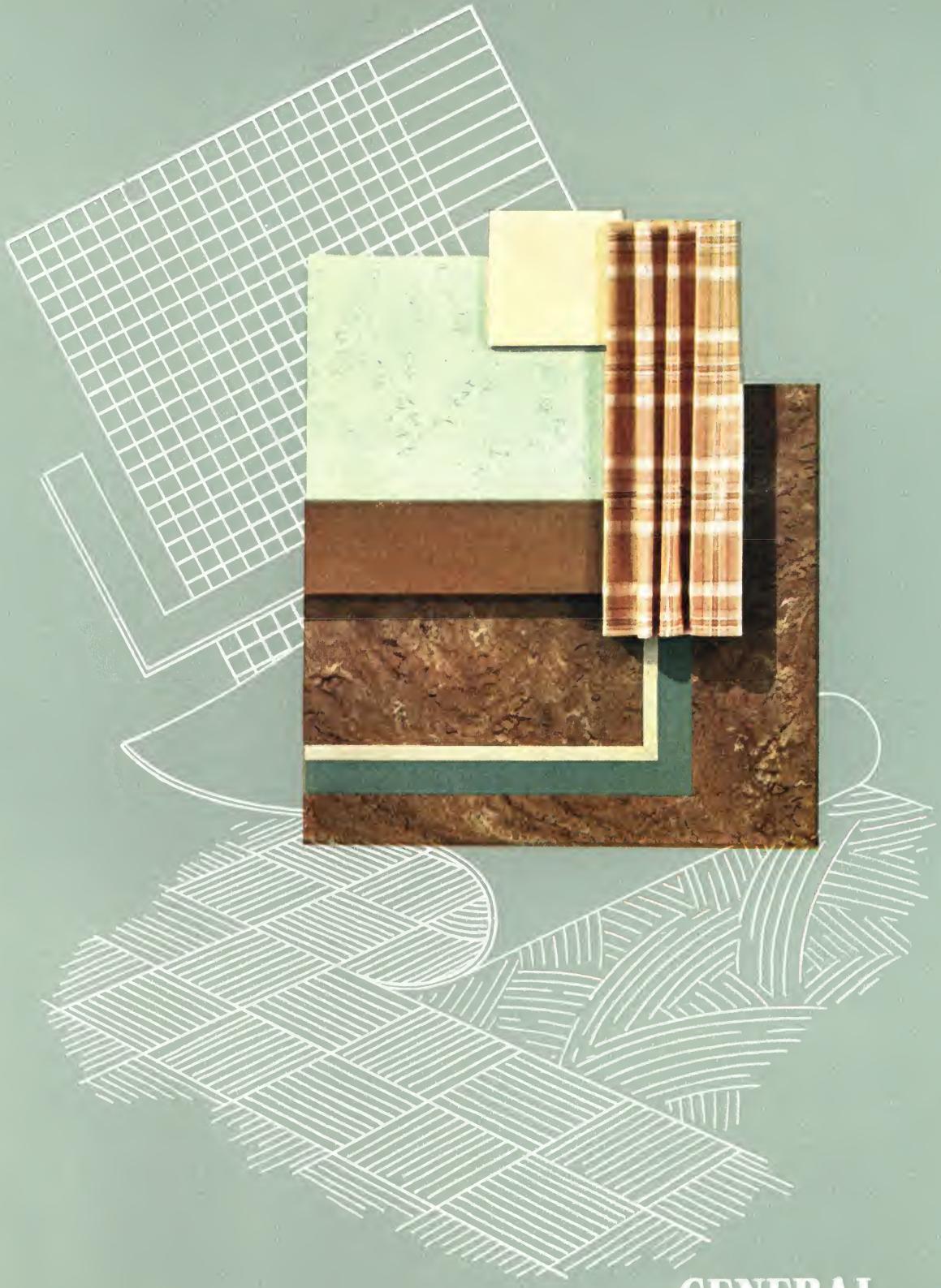
**No. S-79 Asphalt Tile Punch.** To protect all resilient floors from indentation by radiators and other permanent fixtures. A hole is punched out of floor covering and No. S-100 Aluminum Discs are then easily inserted.



**No. S-9 Seam Roller and Fillet Forming Tool.** For rolling seams of Linowall to assure a firm bond with the wall surface and to bring both edges of seam tightly together. Also used for rolling Linowall and Cove Base Fillet Strip into place.



**No. S-16 Beveled Cap Strip.** For use with Linowall and Quaker Wall Covering. Beveled on both edges to save time on the job. Furnished in  $\frac{1}{8}$ " gauge only. Assortment of marble and plain colors.



# GENERAL INFORMATION

# A COLOR PLAN for EVERY ROOM



A definite color plan for each room in the house is a fundamental of good decoration. Each room should have a planned relationship between the colors of the floors, walls, and furnishings. For best results a color plan should be worked out before any actual decorating is started. To simplify this task, Armstrong's Bureau of Interior Decoration has developed a number of color schemes suitable for use with the various patterns of Armstrong's Linoleum. Prepared by skilled decorators under the guidance of Hazel Dell Brown, head of Armstrong's Bureau of Interior Decoration, all of these schemes include colors for the wall, drapery, and fabric materials. To plan a room around an Armstrong Floor, all that is necessary is to refer to the color schemes listed by number under each pattern. From these different suggestions, a selection of the most appealing plan can then be made. In these recommendations, descriptions of such things as wall paper, curtains, and upholstery are necessarily brief and require broad interpretation.

## Color Scheme Suggestions

### No. 1

Linostrips or border*	Nos. 45 and 46
Baseboard and trim	Natural wood
Walls	Light aqua with oyster white and mole brown
Ceiling	Mole brown
Curtains	Oyster white
Upholstery	Medium aqua blue

### No. 2

Border	No. 27
Linostrip	No. 39
Flash type cove base	No. 27
Linowall, full or dado	No. 712
Upper walls	Light Chinese red
Trim and ceiling	Oyster white
Curtains	Multi-colored
Upholstery	Black

### No. 3

Border	No. 29
Linostrip	No. 45
Baseboard and trim	Tea rose
Walls	Beige with rust, blue, white, and brown
Ceiling	White

This dining room plan suggests a floor of Armstrong's Jaspé Linoleum, Style No. 3, inset with a Chinese Red Linostrip, Style No. 39. Accessories are planned in shades of red, yellow, and tan. Color schemes based on Armstrong's Linoleum Floors are readily available through Armstrong's Bureau of Interior Decoration.

Curtains ..... Blue and white  
Upholstery ..... Blue

### No. 4

Border	No. 27
Linostrip	No. 42
Flash type cove base	No. 27
Linowall, dado	No. 709
Upper walls	Silver with white and green
Trim	White
Ceiling	Silver
Curtains	Green
Upholstery	White

### No. 5

Border	No. 30
Linostrip	No. 23
Flash type cove base	No. 30
Linowall, dado	No. 711
Upper walls	White
Trim	White
Ceiling	Willow green
Curtains	White with green, red, and blue
Upholstery	Red

### No. 6

Border	No. 21
Linostrip	No. 48
Flash type cove base	No. 21
Linowall, full or dado	No. 708
Upper walls	Yellow with green, white, and tangerine
Trim	White
Ceiling	Dark green
Curtains	Dark green
Upholstery	Tangerine

### No. 7

Border	No. 60
Linostrip	No. 38
Flash type cove base	No. 60
Walls	Linowall No. 716
Trim	Oyster white
Ceiling	Turquoise
Curtains	Copper
Upholstery	Turquoise

\* If pattern goods are selected, use final color for a border and other colors for Linostrips. Where the field material is plain, jaspé, or Marbelle, however, colors indicated are recommended for Linostrips, separately or in combination.

**No. 8**

Border .....	No. 34
Flash type cove base.....	No. 34
Linowall, full or dado.....	No. 717
Upper walls.....	Aqua with gray, blue, and shocking pink
Trim.....	Strawberry pink
Ceiling .....	Aqua
Curtains.....	Shocking pink
Upholstery .....	Blue

**No. 9**

Linostrips or border*.....	Nos. 23 and 38
Baseboard and trim.....	Ivory white
Walls .....	Turquoise
Ceiling .....	Ivory white
Curtains.....	White with turquoise, burgundy, and violet
Upholstery .....	Violet

**No. 10**

Linostrips or border*.....	Nos. 23 and 43
Baseboard and trim.....	Oyster white
Linowall, full or dado.....	No. 718
Upper Walls.....	Ice blue
Ceiling .....	Coral
Curtains.....	White with blue, coral, and green
Upholstery .....	Coral

**No. 11**

Border .....	No. 25
Linostrips.....	Nos. 24 and 41
Flash type cove base.....	No. 25
Linowall, full or dado.....	No. 704
Upper walls.....	Terra cotta
Trim .....	Gray
Ceiling .....	White
Curtains.....	Gray and white
Upholstery .....	Silver gray

**No. 12**

Border .....	No. 27
Linostrip .....	No. 48
Flash type cove base.....	No. 27
Linowall, dado.....	No. 703
Upper walls.....	Turquoise
Trim and ceiling.....	Lemon tint
Curtains .....	Black and white
Upholstery .....	Lemon

**No. 13**

Border .....	No. 20
Flash type cove base.....	No. 20
Walls.....	White with green, shell pink, and brown
Trim .....	White
Ceiling .....	Nile green
Curtains .....	Brown
Upholstery .....	Shell pink

**No. 14**

Border .....	No. 47
Linostrip .....	No. 37
Baseboard and trim.....	Fresco pink
Walls.....	Fresco pink with green, blue, rose, and eggplant
Ceiling .....	Blue
Curtains .....	Eggplant
Upholstery .....	Rose

**No. 15**

Border .....	No. 27
Linostrip .....	No. 48
Flash type cove base.....	No. 27
Walls .....	Smokie blue
Trim .....	White
Ceiling .....	Patent leather black
Curtains .....	White and black
Upholstery .....	Yellow

**No. 16**

Linostrips or border*.....	Nos. 40, 49, and 42
Baseboard and trim.....	Sea foam green
Linowall, full or dado.....	No. 705
Upper walls .....	Light jade green
Ceiling .....	White
Curtains.....	White with coral, carmine, and green
Upholstery .....	Carmine

**No. 17**

Border .....	No. 46
Linostrips.....	Nos. 23 and 28
Baseboard and trim.....	Taupe
Walls .....	Pomegranate red
Ceiling .....	Oyster white
Curtains.....	Oyster white with pomegranate red and chocolate
Upholstery .....	Chocolate

**No. 18**

Border .....	No. 27
Linostrips .....	Nos. 26 and 23
Baseboard and trim.....	Silver gray
Walls .....	Gray and white
Ceiling .....	Grayed yellow
Curtains .....	Gray
Upholstery .....	Dark gray with java gold and coral

**No. 19**

Linostrips or border*.....	Nos. 44 and 47
Baseboard and trim.....	Orchid
Walls .....	Mauve
Ceiling .....	Eggplant
Curtains .....	Mauve with white, green, and eggplant
Upholstery .....	White

**No. 20**

Linostrips or border*.....	Nos. 22, 33, and 39
Flash type cove base .....	No. 22
Trim .....	Chartreuse
Walls .....	Light yellow-green
Ceiling .....	Chinese red
Curtains .....	White with green and red
Upholstery .....	Suede gray

**No. 21**

Border .....	No. 27
Flash type cove base .....	No. 27
Linowall, full or dado .....	No. 706
Upper walls .....	White
Trim .....	To match Linowall
Ceiling .....	White
Curtains .....	Multi-colored
Upholstery .....	Chinese jade

**No. 22**

Linostrips or border*.....	Nos. 48 and 30
Flash type cove base .....	No. 30
Trim .....	Yellow
Walls .....	Yellow
Ceiling .....	White
Curtains .....	White with yellow, blue, rose, and wine
Upholstery .....	Ice blue

**No. 23**

Border .....	No. 39
Baseboard and trim .....	Ivory white
Walls .....	Ivory white
Ceiling .....	Cardinal
Curtains .....	Multi-colored with red predominating
Upholstery .....	Chinese red

**No. 24**

Linostrip .....	No. 23
Baseboard and trim .....	White
Walls .....	Silver gray
Ceiling .....	Suede gray
Curtains .....	White with gray, yellow, and jade
Upholstery .....	Pale gold

**No. 25**

Linostrip .....	No. 23
Baseboard and trim .....	Natural wood
Walls .....	Parchment
Ceiling .....	White
Curtains .....	White with multi-colors
Upholstery .....	Café au lait

\*If pattern goods are selected, use final color for a border and other colors for Linostrips. Where the field material is plain, jaspé, or Marbelle, however, colors indicated are recommended for Linostrips, separately or in combination.

## TABLE OF ROLL YARDAGE\*

	Square Yards		Square Yards		Lineal Feet	
	Min.	Max.	Min.	Max.	Min.	Max.
Plain Linoleum 2 yards wide			Quaker Floor Covering 3 yards			
Full-size rolls — all gauges			wide ..... 45	100		
and colors ..... 30	66.7		Quaker Floor Covering 4 yards			
Quarter-size rolls — standard			wide ..... 60	133		
gauge—special colors ..... 15	20		Standard Floor Covering 2 yards			
Jaspé Linoleum 2 yards wide—			wide ..... 40	66.7		
all gauges ..... 30	66.7		Standard Floor Covering 3 yards			
Marbelle Linoleum 2 yards			wide ..... 45	100		
wide—all gauges ..... 30	66.7		Standard Floor Covering 4 yards			
Inlaid Linoleum 2 yards wide—			wide ..... 60	133		
all gauges ..... 30	66.7		Rug Border 2 yards wide ..... 40	57†		
Quaker Floor Covering 2 yards			Linowall 1 yard wide ..... 15	33.5		
wide ..... 40	66.7		Linowall 2 yards wide ..... 30	66.7		

\*Single rolls cannot be supplied larger than the maximum shown.

## TABLE OF PATTERN REPEATS

### Embossed Inlaid Linoleum Heavy (1/8") Gauge

	Match		Match
6260	9"	6350	18"
6271	154"	6391	18"
6280	18"	6392	18"
6284	18"	6410	18"
6310	18"	6411	18"

### Straight Line Inlaid Linoleum Heavy (1/8") Gauge

	Match		Match
210	18"	246	12"
211	18"	247	12"
220	18"	290	18"
221	18"	291	18"

### Embossed Inlaid Linoleum Standard Gauge

	Match		Match
5340	18"	5731	18"
5341	18"	5740	18"
5352	18"	5741	18"
5400	18"	5750	18"
5730	18"	5751	18"

### Straight Line Inlaid Linoleum Standard Gauge

	Match		Match
0286	9"	0511	9"
0377	18"	0530	18"
0487	18"	0531	18"
0488	18"	0540	18"
0501	18"	0541	18"

### Straight Line Inlaid Linoleum Light Gauge

	Match		Match
18060	9"	18210	18"
18065	9"	18213	18"
18190	18"	18220	18"
18191	18"	18221	18"

### Quaker Floor Covering

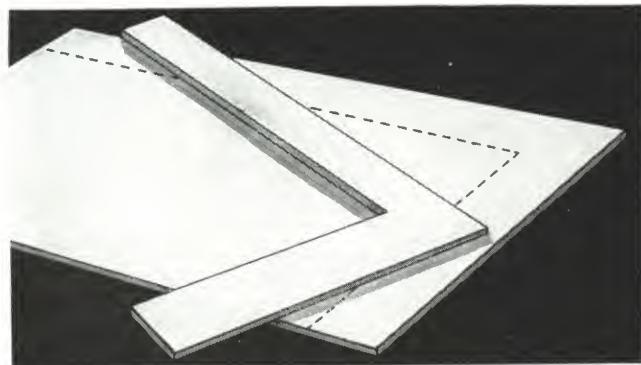
	Match		Match
2565	18"	2586	18"
2585	18"	2615	18"

### Quaker Wall Covering

	Lineal Yards	Lineal Yards
	Min.	Max.
Quaker Wall Covering		
54 inches wide ..... 40	101	
Rug Border 24 inches wide ..... 20	30†	
Rug Border 36 inches wide ..... 30	57	
Quaker Passage Covering 24 inches wide ..... 20	33.5	
Quaker Passage Covering 36 inches wide ..... 20	33.5	
Standard Passage Covering 24 inches wide ..... 20	33.5	
Standard Passage Covering 36 inches wide ..... 20	33.5	
Rubber Runner 36 inches wide—	50	

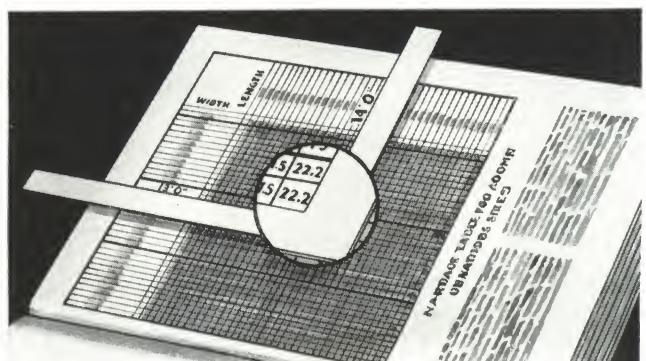
† Average

## HOW TO USE THE ESTIMATING TABLE



In order to use the Estimating Table (shown on facing page), it is advisable to employ a square cut from cardboard or other heavy paper 8 1/4" x 10 3/4". Make a dotted line about 1 1/4" from the edge along two adjacent sides of this cardboard sheet; then cut along this line (see illustration above). The L-shaped piece will provide a square adequate for use with the chart.

In estimating the yardage of linoleum required by a room of a given dimension, the two inside edges of the square are



placed on the chart along the lines indicating the length and width. If, for example, the room is 13' wide x 14' long, the square is placed as shown above. The figure which shows in the angle of the square indicates the number of square yards required—22.2. In addition, the area framed by the square constitutes an actual layout of the room, showing direction of the material, number of 6' widths, plus number of seams required. For fuller explanation of chart itself, see next page.

## **ESTIMATING TABLE: PLAINS, JASPÉS, MARBLES**

This Estimating Table shows room areas in square yards and also shows to scale exactly where seams will fall. The heavy lines on the chart represent seams; and the space between them is equal to one 6' width of linoleum. To allow for any variation in the wall and to provide sufficient material for scribing, the yardage figure in each square includes an extra 3" on the length of each piece.

Furthermore, because the yardage required for any particular room may vary according to the way in which the material is placed, it is advisable to check the yardage both ways. For example, a room 10'-0" wide by 17'-6" long will require two pieces 6'-0" wide by 17'-6" long or 23.7 square yards if the material is laid the length of the room. But if the material is laid the width of the room, three pieces 6'-0" wide by 10'-3" long or 20.5 square yards will be required.

The yardages shown on this table are based on installing the

material without seams when the final width is more than 3'. If it is desirable to avoid cross seams when the final width is 3' or less, the yardage figure at the next 6' width on the chart should be read. If cross seams are acceptable, however, when the final width is 3' or less, the yardage shown in those columns marked X (for final widths of more than 18" and up to and including 3') are based on one cross seam. Similarly, the yardages marked XX (for final widths of 18" or less) are based on two cross seams.

This chart applies only to patterns which have no matching repeat; namely, Plains, Jaspés, Marbelles.

X—Yardage based on one cross seam for final widths of more than 18" and up to and including 3'.

**NOTE:** When cross seams are to be avoided altogether in the final

**NOTE:** When cross beams are spaced at 6' intervals, read the yardage figure at the next 6' width on the chart.

# INSTALLATION OF LINOLEUM

In order to give completely satisfactory service, linoleum must be properly installed according to factory specifications. Generally speaking, the serviceability of any linoleum floor depends not only on the quality of the linoleum but also on the quality of (1) the underlying subfloor, (2) the workmanship with which the linoleum is installed, and (3) the care and maintenance it receives. The following paragraphs give a brief description of the major steps involved in a linoleum installation. However, this limited information should not be considered as a substitute for complete instructions and specifications.

## Subfloors

Linoleum can be installed over just about any type of subfloor—wood, concrete, terrazzo, tile, metal, or marble—but only if the subfloor is suspended. It should never be laid over any subfloor that is in direct contact with the ground, either on or below grade. This is because the moisture that is always present in



In preparing wood subfloors, all high spots should be planed or sanded smooth. Loose boards should be renailed and the nails countersunk as illustrated above.

such subfloors not only may destroy the bonding of the linoleum paste but also may eventually deteriorate the linoleum. The type and condition of the subfloor will, to a large extent, determine what practices should be followed during installation.

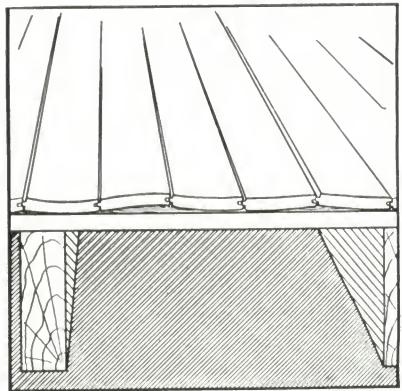
One of the most

important steps in subfloor preparation is to make sure that the surface is perfectly smooth and firm. Irregularities such as cupped floor boards and high spots in concrete not only mar the appearance of the linoleum after it is installed but also often cause accelerated and highly conspicuous wear.

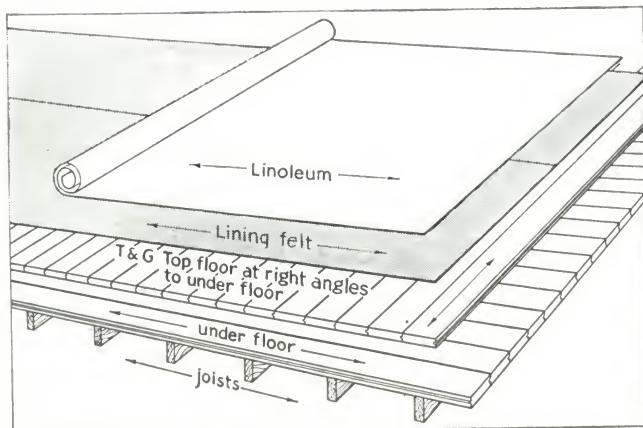
Most linoleum is laid over wood subfloors. These should be of double-layer construction with the top layer consisting of tongue-and-groove boards not more than 3 inches wide. If the floor is only of single-layer construction, or if the top layer does not meet these specifications, then a layer of plywood or hardboard should be added before the linoleum is installed.

If the subfloor is of double-layer construction, it should be checked for firmness and all loose boards nailed down tightly. At the same time all cracks and holes should be filled with tightly fitting pieces of wood or plastic wood. Then, if the surface of the floor is smooth and level and is completely free from oil, paint, and varnish, it is ready for the mechanic to begin the installation of the linoleum.

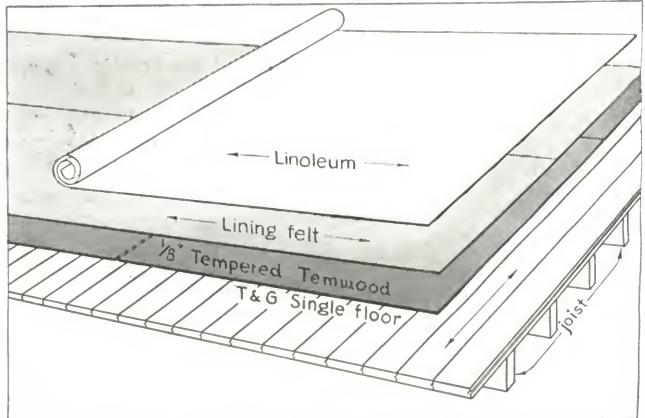
Sometimes it is necessary to sand or plane old floors to remove rough spots, oil, or old paint and varnish. When this is the case, or when linoleum is being installed over new floor boards, the surface should be treated with a coating of Armstrong's Floor and Wall



When freshly sanded floor boards, whether old or new, are not sized, they have a tendency to absorb moisture from the linoleum paste and to cup as shown above.



In this ideal situation, where the subfloor is of double-layer construction with the top layer of tongue-and-groove boards running at right angles to the under floor, both lining felt and linoleum should be installed with seams running parallel to the joints of the under floor.



Many homes have single-layer floors of tongue-and-groove boards as illustrated above. Before linoleum is installed over floors of this type, the floor boards should be covered with a layer of Temwood or plywood. Felt and linoleum can then be installed without danger of splitting.

Size before the installation is made. This prevents the boards from absorbing excessive moisture from the paste which may cause swelling and cupping of the boards after the linoleum is in place. (See illustration.) Such cupping puts an excessive strain on the linoleum and tends to hasten wear.

If the subfloor is concrete or any other material but wood, the same care must be taken to make sure that it is smooth and clean. Paint, varnish, oil, and wax should be removed completely; cracks should be filled with Armstrong's Crack Filler; uneven places should be leveled with Armstrong's Flormastic. As a final step, the entire surface must be cleaned well and allowed to dry thoroughly.

## Lining Felt

The desirability of the use of lining felt between linoleum and the subfloor depends on (1) the type of subfloor and (2) the backing material of the linoleum being installed. All burlap-backed linoleum installed over a wood subfloor should be pasted in place over a layer of lining felt. This felt will absorb the movement caused by seasonal shrinking and swelling of the floor boards and thus reduce strain on the linoleum. (See illustration.) If the linoleum has a "Safety-Back" or "Armofelt Back" the use of lining felt is optional. Although the use of lining felt with these type backings helps to smooth out minor irregularities in the subfloor, it does make the lighter gauges of linoleum more susceptible to indentation by furniture. In this latter case it is absolutely necessary for all furniture to be equipped with furniture rests of the proper size.

With subfloors other than wood, the use of lining felt is optional; though if felt is used, the finished



When burlap-backed linoleum is installed over wood subfloors without a layer of lining felt, seasonal swelling of the floor may cause the linoleum to split.



Lining felt installed between burlap-backed linoleum and wood subfloors absorbs seasonal swelling and contraction of subfloor and helps prevent linoleum from splitting.

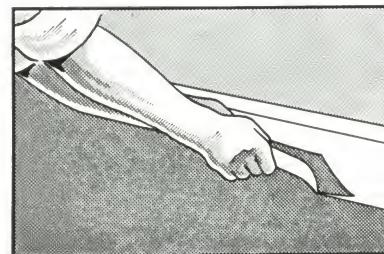
floor will be generally smoother and quieter than if the linoleum is pasted direct.

When lining felt is used, it should be cut to fit closely and smoothly, pasted to the subfloor with linoleum paste, and then rolled thoroughly to eliminate any bubbles or air pockets that may be present.

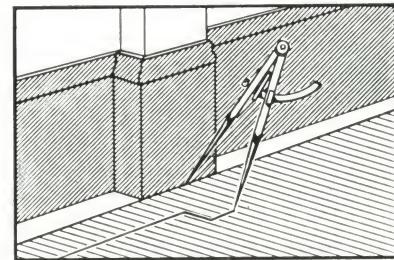
## Installation

After the subfloor has been prepared and the lining felt, if used, pasted down, the actual installation of the linoleum consists of several skilled operations—cutting the six-foot-wide sections to fit the room, matching adjoining pieces so that the pattern repeat is maintained, and cutting tight, invisible seams.

The linoleum is cut to fit either by knifing—cutting away small sections of excess material with a sharp



At left is shown how linoleum is knifed to fit along a baseboard. By cutting away excess linoleum a little at a time, the mechanic can produce a finished job that fits accurately around the entire room. In general, knifing is slower than scribing.



The diagram at the right shows how dividers can be used for scribing linoleum. After wall irregularities are transferred to the linoleum with dividers, the mechanic removes the material along the scribed line and fits the piece tightly to the wall.

knife—or by scribing—transferring wall irregularities onto the goods with dividers or a special tool and then cutting along this line. (See illustrations.)

Pattern matching is not necessary with Plain linoleum. With Marbelle and Jaspé linoleum there are no actual patterns to match, but adjoining pieces should be turned end for end to produce the best appearing and least obvious seams. Embossed Inlaid and Straight Line Inlaid linoleum have distinct pattern repeats which must be matched perfectly at the seams or the over-all floor loses much of its effect.

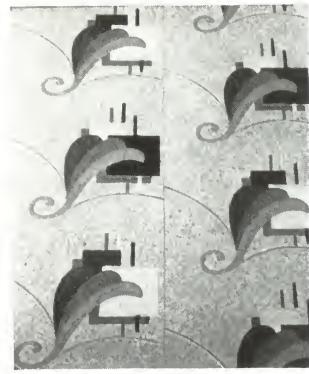
Seams in Plain, Marbelle, and Jaspé linoleum are cut by overlapping adjoining pieces slightly and then



Seams in plain, jaspé, and Marbelle patterns are made using a steel straightedge as a guide. Cut is made through overlap of adjoining pieces. Alternate strips of jaspé and Marbelle linoleum should be turned end-for-end to make best appearing seams.

cutting through both pieces of material using a steel straightedge as a guide for the knife. In cutting seams in pattern goods, the edge of one section is straight-edged first. Then the adjoining section is placed properly to preserve the pattern line, and the seam is cut using the previously cut edge as a guide for the knife.

After the linoleum has been fitted and pasted down, it is rolled with a 100-lb. roller to eliminate air pockets and to assure a close, uniform bond with the subfloor. As final steps in installation, all excess paste should be removed from along seams and around the edges of the floor with a damp cloth. The seams should be "ironed" with a hammer head or similar piece of smooth metal to make them tight.



Pattern matching at seams is extremely important. When pattern goods are laid so that repeats do not fall opposite each other, left above, effect of design is destroyed. But when repeats in the pattern fall opposite each other, as at right above, the design forms a single unit.

## INSTALLATION OF WALL COVERINGS

The installation of Armstrong's Linowall and Armstrong's Quaker Wall Covering involves many of the same problems encountered in the installation of linoleum. Walls under these materials, like the subfloor under linoleum, must be smooth, firm, and in generally good condition. Like linoleum, Linowall and Quaker Wall Covering are installed in large sections necessitating accurate fitting.

Both Linowall and Quaker Wall Covering can be installed over firm plaster and several types of wall-board. Quaker Wall Covering can be installed over oil paints and enamels that are in good condition. Neither material can be installed over loose plaster, fibrous wall-boards, wood, wallpaper, canvas, or water paint. Old plaster makes a perfectly satisfactory base provided loose spots are removed and all cracks, chips, and holes filled with patching plaster.



When loose spots in old plaster must be cut away for patching, the mechanic should cut the hole wider at the lath than at the surface as illustrated above. Then the patching plaster cannot fall out of the hole if it shrinks slightly in drying. After the hole has been patched and the patch is thoroughly dry, the surface should be sanded as shown at the left so that it will be smooth and flush with the surface of the wall. Patched spots that are not completely smooth will show through the surface of the wall covering.

The surface of both old and new plaster should be given a brush coating of Armstrong's Floor and Wall Size before wall covering is installed. If Quaker Wall Covering is to be installed over oil paint or enamel, the surface of the paint should be scored thoroughly with rough sandpaper. With all types of walls, the surface must be clean, dust-free, and dry at the time the adhesive is applied.

Both Linowall and Quaker Wall Covering can be curved around inside and outside corners without the use of vertical molding strips, provided the radius of the curve is at least  $\frac{5}{8}$ ". The rounding of such corners is one of the most important steps in preparing the wall to receive the covering.

Installations of wall covering are of two basic types—those that cover an entire wall area and those that extend only to wainscot height. Both types use most of the same in-



If wall covering is being installed over an entire wall area from floor to ceiling, adhesive is spread on the wall with a notched plasterer's trowel as shown above. After the adhesive has been spread, the wall covering is unrolled onto the wall from ceiling to floor, care being taken to prevent bubbles and air pockets. The picture at the right shows two mechanics unrolling a section of Linowall into place. As the material is unrolled, both men smooth it with their hands to force out all air from between the covering and the wall.



stallation procedures. The main difference lies in the method of unrolling the covering onto the wall. In installations covering an entire wall, the material is unrolled from ceiling to floor, while in wainscot height installations it is unrolled along the wall with one edge butted against the baseboard.

The first step in installation is to cut the wall covering into convenient size pieces for easy handling. Then the wall area to be covered by the first piece should be covered with adhesive, and the section of wall covering unrolled onto the wall in its proper position. During this latter operation, the material should



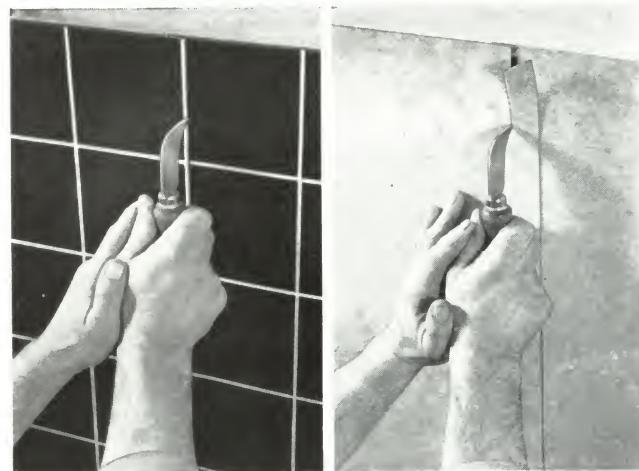
In installing wall covering to wainscot height, the area to be covered by the first piece of material is spread with adhesive from the baseboard to a line marked on the wall at the determined wainscot height.

be smoothed into place with the hands, working from the center toward the edges to press out air bubbles between the adhesive and the wall covering. Excess paste and smudges should be wiped off with a damp cloth as soon as the material is in place. This wiping serves the double purpose of removing the excess paste and forcing the wall covering more firmly into the paste, thus giving an improved bond.

The second piece should be installed so that the first piece overlaps it slightly to aid in cutting the



When wall covering is being installed to wainscot height, it is rolled onto the wall in its proper position and smoothed with the hands to press out bubbles and air pockets and provide a firm bond.



Seams in tile patterns are made using previously cut mortar edge as a guide, above left. In marbleized material, right, seams are cut through both pieces at center of overlapped adjoining sections of wall covering.

seam. For cutting seams in tile patterns, the first section should end with a complete tile and the adjoining mortar line. This edge is used to guide the knife during the cutting of the under section. Seams in marbleized patterns are cut by lapping one inch of the first piece over the second piece and cutting through both pieces at the center of the overlap. Additional sections are installed in a similar manner.

When Linowall or Quaker Wall Covering is installed to wainscot height, the top edge can be finished in several different ways. One of the best methods is to apply linoleum cap strip which can be pasted



The final step in installing wall covering to wainscot height is to apply linoleum cap strip, wood molding, or other finishing treatment. Man above is installing linoleum cap strip above the wall covering.

in place above the wall covering. Other finishing treatments which can be used satisfactorily include painted wood molding and light metal cap strip.

If considerable fitting of the wall covering is required around doors, windows, or built-in cabinets, the installation should be made by a trained mechanic. However, in less complicated jobs, Quaker Wall Covering can be installed by a home handyman.

## SHIPPING WEIGHTS OF ARMSTRONG FLOORS

Gauge and thickness in inches	Width Yards	Average shipping wt. per sq. yd.	Average shipping wt. per roll of 30 lin. yds.	Gauge and thickness in inches	Width Yards	Average shipping wt. per sq. yd.	Average shipping wt. per roll of 30 lin. yds.
		in lbs.	in lbs.			in lbs.	in lbs.
<b>Plain</b>							
Heavy ( $\frac{1}{8}$ ) (.125").....	2	9.3	558				
Standard (.090").....	2*	6.4	384				
<b>Jaspé</b>							
Heavy ( $\frac{1}{8}$ ) (.125").....	2	9.2	552				
Standard (.090").....	2*	6.0	360				
<b>Marbelle</b>							
Heavy ( $\frac{1}{8}$ ) (.125").....	2	9.5	570				
Standard (.090").....	2*	6.0	360				
Light (.070").....	2*	4.2	252				
<b>Embossed Inlaid</b>							
Heavy ( $\frac{1}{8}$ ) (.125").....	2	8.2	492				
Standard (.090").....	2*	5.9	354				
<b>Straight Line Inlaid</b>							
Heavy ( $\frac{1}{8}$ ) (.125").....	2	9.7	582				
Standard (.090").....	2*	5.8	348				
Light (.070").....	2*	4.4	264				
<b>Accoflor</b>							
(.070").....	2	3.5	210				
(.070").....	1	3.5	105				

\* Wrapped in heavy paper for shipment, not crated.

†† Weight on the basis of 60-lineal-yard roll.

## SHIPPING WEIGHTS OF ARMSTRONG'S RUGS

Packed in Cartons, Not Crated—Weight in Pounds

	Quaker	Standard	Quaker	Standard
8' x 9'	12	10	9' x 9'	37
3' x 12'	15	13	9' x 10½'	41
6' x 9'	25	21	9' x 12'	46
6' x 12'	31	27	9' x 15'	57
7½' x 9'	31	24	12' x 12'	61
			12' x 15'	75
				65

## SHIPPING WEIGHTS OF ARMSTRONG'S WALL COVERINGS

### Linowall

Gauges and thickness in inches	Average shipping wt. .050"	Average per sq. yd.	Average shipping wt. in lbs.	Average per roll
Roll—1 yard wide** (roll of 30 square yards).....	3.0		90	
Roll—2 yards wide** (roll of 60 square yards).....	3.0		180	

### Quaker Wall Covering

Average shipping wt. per sq. yd.	Average shipping wt. per roll of 100 lin. ft.
Roll—54 inches wide** (roll of 100 lineal feet).....	.72

\*\* Wrapped in heavy paper for shipment—not crated

Note—Crated weights are average only, but accurate enough for estimating freight. There may be slight variations in the weight of crated rolls, due to variations such as differences in yardage of rolls and in weight of crating lumber.

## SHIPPING WEIGHTS OF ARMSTRONG'S SUNDRIES

### Asphalt Top-Set Cove Base

All pieces 36 inches long	Weight per package in lbs.
4" high	18
6" high	25

No. S-56 Straight pieces, 12 to pkg....

### Armstrong's Lining Felt

Weight per package in lbs.
50 lineal-yard roll (36" wide).....minimum 51

# ARMSTRONG'S TOOLS AND ACCESSORIES

	Weight per Package in Lbs.	Weight per Package in Lbs.
<b>Linoleum</b>		
No. S-81 Universal scriber (1 in a carton).....	3.5	
No. S-83 Recess scribing tool (1 in a carton).....	.25	
No. S-86 Long straightedge—3" x 75" (1 in a carton).....	8.0	
No. S-87 Short straightedge—3" x 37½" (1 in a carton).....	4.0	
No. S-92 Linoleum knives—regular (12 in a carton).....	2.0	
No. S-99 Linoleum knives—small (12 in a carton).....	1.5	
No. S-93 Notched blade knife (1 in a carton).....	.3	
No. S-891 Notched steel trowel (1 in a carton).....	1.5	
No. S-901 Notched steel paste spreader (1 in a carton).....	.7	
<b>Linowall</b>		
No. S-9 Seam roller and fillet forming tool (1 in a carton).....	.75	
No. S-10 Inside corner forming tool (1 in a carton).....	1.0	
No. S-11 Linowall scriber (1 in a carton).....	.75	
No. S-15 5/8" Radius Linowall fillet strip (50 lineal feet in a carton).....	2.0	
No. S-16 Beveled cap strip, beveled two sides, 1 1/2" wide, 1/8" gauge (30 lineal feet per package).....	3.5	
<b>Tile</b>		
No. S-76 Asphalt tile cutter (1 in a box).....	58.0	
No. S-78 Pin vise (1 in a carton).....	.13	
No. S-79 Asphalt tile punch (1 in a package).....	.5	
<b>Furniture Rests and Cups</b>		
No. NT10 (12 sets in a carton).....	3.5	
No. NT20 (12 sets in a carton).....	4.5	
No. NT35 (12 sets in a carton).....	5.5	
No. NT50 (12 sets in a carton).....	7.0	
No. CT100 (12 sets in a carton).....	3.5	
No. CT200 (12 sets in a carton).....	4.5	
No. CT350 (12 sets in a carton).....	6.5	
No. CT500 (12 sets in a carton).....	7.5	
No. NDC6 (12 sets in a carton).....	3.25	
No. NDC7 (12 sets in a carton).....	4.5	
No. NDC125 (12 sets in a carton).....	4.5	
No. NDC225 (12 sets in a carton).....	5.5	
No. NDC325 (12 sets in a carton).....	9.5	
<b>Miscellaneous</b>		
No. S-60 Linogloss wax applicator 9" (12 in a carton).....	12.0	
No. S-61 Linogloss wax applicator 6" (12 in a carton).....	9.0	

## SHIPPING WEIGHTS OF ARMSTRONG'S ADHESIVES, PRIMER, AND MAINTENANCE ITEMS

ITEM	Pints 24 to Ctn.	Qts. 12 to Ctn.	1/2 Gal. 6 to Ctn.	1 Gal. 1 to Ctn.	1 Gal. 4 to Ctn.	3 1/2 Gal. Ctn.	5 Gal.	15 Gal.	30 Gal.	55 Gal.	Asst'd. Carton 8 Pts. 6 Qts.
No. S-80 Primer .....	..	..	..	8	32	28	42	..	250	..	..
No. S-90 Asphalt Cement .....	..	..	..	12	44	42	58	..	325	605	..
No. S-127 Linowall Cement .....	..	..	..	12	..	36	50	..	..	..	..
No. S-128 Paste .....	..	45	..	14	56	50	70	..	402	..	..
No. S-140 Floor and Wall Size.....	..	..	..	8	32	..	38	..	275	550	..
No. S-160 Emulsion .....	..	..	..	10	35	34	47	..	275	..	..
No. S-170 Flormastic .....	..	43	..	10	39	42	48	..	275	513	..
No. S-245 Top-Set Cove Base Cement.....	..	43	..	13	53	46	63	..	275	..	..
No. S-280 Accoflor Cement .....	..	..	..	10	35	..	47	..	275	..	..
No. S-290 Waterproof Cement .....	41	43	30	13	53	..	63	47	148	280	505
Linogloss Wax .....	34	32	..	10	37	..	48	148	280	505	28
Liquid Cleaner .....	35	32	..	10	38	..	48	148	280	505	28

## CODE WORDS FOR QUESTIONS, ANSWERS, AND SUNDRIES

### Questions

How soon can you ship?.....Xaban  
How many rolls can you furnish?.....Xabbo  
Can you supply if wanted?.....Xabcp  
Can you furnish and at what price?.....Xabdq

### Answers

Can ship immediately.....Xaber  
Have shipped by freight on.....Xabfs  
Have shipped by express on.....Xabgt  
Cannot ship at present but expect to be able about.....Xabhu

### Miscellaneous

Ship by truck.....Xabiv  
Wire if you can supply or not.....Xabjw  
Write if you can supply or not.....Xabkx  
If you cannot supply at once wire fully.....Xabmz  
Send rolls nearest to quantity ordered.....Xabna  
Start tracer for shipment of.....Xabob  
Ship by express as soon as possible.....Xabpc  
Ship by freight as soon as possible.....Xabqd  
Record order and wire earliest shipment.....Xabre  
Add to order being shipped.....Xabsf  
Advise when order is shipped.....Xabtg  
Include....Car now moving following patterns.....Xabuh  
Additional order....car in mail must be included.....Xabvi  
For use on one job ship closest to and no less than the following yardage.....Xabwj  
Include near not less than.....Xabxk  
Wire probable date of shipment.....Xabyl  
Mail probable date of shipment.....Xabzm  
Wire if car has been shipped.....Xabct

### Sizes and Widths

24" Wide.....	Yabak
1 Yard Wide.....	Yabcm
2 Yards Wide.....	Yabdn
3 Yards Wide.....	Yabeo
4 Yards Wide.....	Yabfp
3' x 9'.....	Yabgq
3' x 12'.....	Yabhr
6' x 9'.....	Yabis
6' x 12'.....	Yabjt
7 1/2' x 9'.....	Yabku
9' x 9'.....	Yablv
9' x 10 1/2'.....	Yabmw
9' x 12'.....	Yabnx
9' x 15'.....	Yaboy
12' x 12'.....	Yabpz
12' x 15'.....	Yabqa

### Sundries

Cement, Linowall, No. S-127, 1-gal. can, 1 per carton.....	Zabel
Cement, Linowall, No. S-127, 3 1/2-gal. can.....	Zabfm
Cement, Linowall, No. S-127, 5-gal. can.....	Zabgn
Cement, Waterproof, No. S-290, 1-pint can, 24 per carton.....	Zbala
Cement, Waterproof, No. S-290, 1-quart can, 12 per carton.....	Zbamf
Cement, Waterproof, No. S-290, 1-gal. can, 1 per carton.....	Zbanc
Cement, Waterproof, No. S-290, 1-gal. can, 4 per carton.....	Zbadd
Cement, Waterproof, No. S-290, 5-gal. can.....	Zbape
Cleaner, Liquid, assorted carton (8 pts. and 6 qts.).....	Zabmt

Cleaner, Liquid, 1-pt. cans, 24 per carton.....	Zabnu
Cleaner, Liquid, 1-qt. cans, 12 per carton.....	Zabov
Cleaner, Liquid, 1-gal. cans, 1 per carton.....	Zabpw
Cleaner, Liquid, 1-gal. cans, 4 per carton.....	Zabqx
Cleaner, Liquid, 5-gal. can.....	Zabry
Cleaner, Liquid, 15-gal. drum.....	Zabsz
Cleaner, Liquid, 30-gal. drum.....	Zabta
Cleaner, Liquid, 55-gal. drum.....	Zabub
Felt, Lining, 36" wide.....	Zabvc
Paste, No. S-128, 1-qt. cans, 12 per carton.....	Zaaua
Paste, No. S-128, 1-gal. can, 1 per carton.....	Zacxi
Paste, No. S-128, 1-gal. cans, 4 per carton.....	Zacyj
Paste, No. S-128, 3 1/2-gal. can.....	Zaczk
Paste, No. S-128, 5-gal. can.....	Zadah
Paste, No. S-128, 30-gal. drum.....	Zaave
Wax, Linogloss, assorted carton (8 pts. and 6 qts.).....	Zaccn
Wax, Linogloss, 1-pt. cans, 24 per carton.....	Zacd
Wax, Linogloss, 1-qt. cans, 12 per carton.....	Zacep
Wax, Linogloss, 1/2-gal. cans, 6 per carton.....	Zacfq
Wax, Linogloss, 1-gal. can, 1 per carton.....	Zacgr
Wax, Linogloss, 1-gal. cans, 4 per carton.....	Zachs
Wax, Linogloss, 5-gal. can, 1 per carton.....	Zacit
Wax, Linogloss, 15-gal. drum.....	Zacju
Wax, Linogloss, 30-gal. drum.....	Zaclw
Wax, Linogloss, 55-gal. drum.....	Zacmx

## THE ARMSTRONG LINE

In addition to floor materials, the Armstrong Cork Company manufactures a wide range of other products. Below is a partial list of the products sold by the various divisions of the Company:

### FLOOR DIVISION PRODUCTS

**Armstrong's Linoleum:** Plain, Jaspé, Marbelle®, Embossed Inlaid, Straight Line Inlaid, Desk Top

Quaker Rugs and Floor Covering  
Quaker Wall Covering  
Standard Rugs and Floor Covering  
Accofloor®  
Rubber Runner

**Armstrong's Asphalt Tile:** Standard, Greaseproof, Industrial, Conductive, and Greaseproof Conductive

Asphalt Tile Insets  
Reinforced Rubber Tile  
Linotile®  
Cork Tile  
Beveled Cork Tile  
Lining Felt  
Linoleum Paste and Cement  
Linogloss® Wax  
Liquid Cleaner  
Linowall®—Wall Covering  
Linowall Adhesives  
Linoleum and Linowall and Resilient Tile Laying Tools and Accessories  
Furniture Rests  
Resilient Tile Adhesives  
Top-Set Cove Base  
Cork Tile Cove and Base  
Rubber Cove Base  
Flormastic (for floor fill)

### BUILDING MATERIALS DIVISION PRODUCTS

Standard Corkboard  
Super-Service Corkboard  
Mastic Finish Corkboard  
Cork Covering and Fitting Covers  
Regranulated Cork  
Mineral Wool Board Insulation  
Regranulated Mineral Wool  
Foamglas\* Insulation  
Equipment Insulation—LK® Corkboard, Fiberglas\*\*, Temlok®  
DI Corkboard  
Locker Plants—Polar Wheel, Polar Chest, and Walk-In  
Keasbey & Mattison Heat Insulation Materials  
Waterproof Cements, Paints, Asphalt Emulsion Finishes  
Insulating Fire Brick, A-16, A-20, A-23, A-25, A-26, and A-28  
Refractory Cements and Facings  
Diatomaceous Earth Products  
Ingot Mold Insulation  
Plastic Cements  
Clay Type Asphalt Emulsion Products  
Sub-zero Sealer  
Liquid Asphalts  
White Cold Storage Sealer-Enamel  
Arrestone®  
Corkoustic®  
Cushiontone®  
Travertone†  
Acoustic Cement  
Temlok Insulation Board  
Temlok Sheathing  
Temlok Lath  
Temlok Interior Finish—Boards, Panels, and Planks

Fiberboard Cement  
Temlok Roof Insulation  
Temwood, Tempered Temwood, Blocked Tempered Temwood  
Panel Board Cement  
Monowall®  
Insulating Wool—Batt and Roll Blankets, Pouring Wool, and Blowing Wool  
Veos Wall Tile (Porcelain on Steel)  
Veos Foundation Board  
Veos Adhesive  
Veos Grout

### CORKWOOD DIVISION PRODUCTS

Corkwood and Rustic Cork Bark  
Grinding Cork and Milling Cork

### GLASS AND CLOSURE DIVISION PRODUCTS

#### Glass Containers

Drug and Cosmetic Ware  
Chemical, Household, and Industrial Supplies  
Wine and Liquor Bottles  
Food Containers  
Beer and Carbonated Beverage Ware  
General Purpose Bottles

#### Drug Sundries

Druggists' Glass and Rubber Sundries  
Hospital Supplies

#### Closures

Crowns: Plain and Decorated  
Artmold Caps and Jar Covers  
Metal Caps and Jar Covers  
Applicator Caps and Corks  
Cel-O-Seal† caps and bands  
Tapered Corks  
Embossed-Top Corks  
Shell Corks  
Wine and Champagne Corks  
Tap Corks

#### Shoe Daubers

#### Cork Discs and Liners

#### Ribbon Cork

#### Bungs

#### Orifice Reducers

### INDUSTRIAL DIVISION PRODUCTS

#### Industrial Products

Natural Cork Products: Balls, Floats, Churn Strips, Polishing Wheels, Penholder Tips, Blocks and Sheets, Closures, Washers and Discs, Ground Cork  
Cork Composition Products: Gaskets, Balls, Rings, Washers, Discs, Strips, Ribbon, Polishing Wheels, Blocks and Sheets, Carboy Cushions, Bulletin Board, Printing Press and Molders' Blankets  
Armstrong-Victor Cork Gaskets and Cork Sheets for automotive usage  
Accopac (Fabric-Reinforced Gasket Material): Rolls, Sheets, and Die-Cut Shapes  
Cork-and-Synthetic-Rubber Sheets, Gaskets, Rings, Washers, Discs, Strips, Ribbon, and Molded Parts

Synthetic Rubber Gaskets, Packings, Seals, and Mechanical Specialties

Fiber Sheet Packing Materials: Roll Goods, Sheets, Gaskets, Washers, Discs, and other industrial applications  
Rag Felt Paper Products for Vibration Damping, Sheathing, Gasketing, Packing, and many special uses

Resilient Surfacing Materials: Regular Linoleum, Acolont Flooring, Desk-top Linoleum, Linowall, Linotile (Oil-Bonded), Cork Tile, Asphalt Tile, Automat®, Armoflor®, Trafex, Airoflor®, Monowall, and Cork Subflooring. For (a) desk, counter, and table tops and similar applications on other equipment; (b) flooring for busses, street and railway cars, airplanes, boats, elevators, and trailers

Cements, Pastes, and Adhesives  
Glass Insulators for telephone, telegraph, and power lines

### Textile Mill Supplies

Textile Cots: Extra Cushion Seamless Cork Cots, Helically Wrapped Cork Cots, Accotex® Cots (Synthetic Rubber and Cork-and-Synthetic-Rubber)  
Accotex Long Draft Aprons (Synthetic Rubber)

Worsted Roll Coverings (Cork and Accotex)

Throwster Roll Coverings

Loom Supplies: Take-Up Roll Coverings (Plain Cork, Gridded Cork, Cork-and-Synthetic-Rubber), Temple Rolls—Plain and Threaded (Cork, Synthetic Rubber), Brake Band Strips, Friction Let-Off Strips, Clutch Facings, Cork Inserts, Bumpers

Roll Shop Equipment: Cot Assembling Machines, Cot Buffing Machine, Roll Testing Gauge

Roll Varnishes and Adhesives

Cork Cones for Winders

Warper Drum Coverings

Friction Drive Wheels

Twister Roll Coverings

Winder Spindle Head Coverings

### Shoe Products

Box Toe Materials: Cork, Cork-and-Rubber, Thermoplastic Felt

Shoe Bottom Fillers: Cold Process Cork Filler, Hot Process Stainless Fillers

Lane Lifts

Ground Cork

Cork-and-Rubber Products: Plain Cushion Cork, Gridded Cushion Cork (midsoling materials), Metatarsal Pads, Miscellaneous Specialties

Linosole and Kroxole®

Platform and Midsoling Materials

Flexicork®

Cork Counters

Cork Composition Products: Sheets, Strips, Metatarsal Pads, Heel Pads, Miscellaneous Specialties

Accessory Shoe Equipment: Bottom Filler Heaters, Box Toe Heaters

Sundry Shoe Findings: Half Insoles, Heel Pads, Filler Pieces

\*Trade-mark registration pending.

\*\*® Pittsburgh Corning Corp.

\*\*® Owens-Corning Fiberglas Corp.

††® E. I. Du Pont de Nemours & Co., Inc.

### DISTRICT OFFICES—FLOOR DIVISION

ATLANTA, GA.....	727 W. Peachtree Street, N.E.
BOSTON 16, MASS.....	131 Clarendon Street
BUFFALO 2, N. Y.....	822 Genesee Building
CHICAGO 54, ILL.....	13th Floor, Merchandise Mart
CINCINNATI 2, OHIO.....	138 E. Court Street
CLEVELAND 15, OHIO, 209-17 Hanna Building Annex	Prospect Ave. and E. 14th Street
DALLAS 1, TEXAS.....	701 Burt Building
DENVER 2, COLO.....	511-14 Interstate Trust Building
DETROIT 26, MICH.....	321 Lafayette Ave., West
KANSAS CITY 6, MO.....	Twenty West Ninth Street Building

In Canada: Armstrong Cork Canada Limited, 6911 Decarie Boulevard, Montreal, Quebec.

LOS ANGELES 15, CALIF.	719 Bendix Building, 1206 Maple Ave.
MINNEAPOLIS 2, MINN.....	515 Plymouth Building
NEW ORLEANS 13, LA.....	928-30 Tchoupitoulas Street
NEW YORK 16, NEW YORK.....	295 Fifth Avenue
PHILADELPHIA 6, PA.,	Public Ledger Building
	Sixth & Chestnut Sts.
PITTSBURGH 22, PA.....	24th St. and Allegheny River
SAN FRANCISCO 3, CALIF.,	Western Merchandise Mart
	1355 Market Street
SEATTLE 1, WASH.....	803 Terminal Sales Building
ST. LOUIS 3, MO.,	Union Electric Company Building
	1205 Olive Street

# WHOLESALE AND WAREHOUSING POINTS

## ALABAMA

BIRMINGHAM  
Birmingham Electric Battery Company  
MOBILE.. Paterson Hdwe. & Supply Co., Inc.  
MONTGOMERY  
Birmingham Electric Battery Company

## ARKANSAS

FORT SMITH  
Gunn Distributing Company, Inc.  
LITTLE ROCK  
Gunn Distributing Company, Inc.

## CALIFORNIA

FRESNO ....., William Volker & Co.  
LOS ANGELES  
Walton N. Moore Dry Goods Co., Inc.  
LOS ANGELES..... William Volker & Co.  
SAN FRANCISCO  
Walton N. Moore Dry Goods Co., Inc.  
SAN FRANCISCO..... William Volker & Co.

## COLORADO

DENVER ....., William Volker & Co.  
GRAND JUNCTION.. William Volker & Co.  
PUEBLO ....., William Volker & Co.

## CONNECTICUT

HARTFORD..... Empire Carpet Corporation

## DELAWARE

WILMINGTON..... Landis & Co., Inc.

## FLORIDA

JACKSONVILLE ..... Cain & Bultman, Inc.  
MIAMI ..... Cain & Bultman, Inc.  
TAMPA ..... Cain & Bultman, Inc.

## GEORGIA

ALBANY....Columbia Naval Stores Company  
ATLANTA.....J. J. Haines & Co., Inc.  
AUGUSTA.....William M. Bird & Co., Inc.  
MACON ....Columbia Naval Stores Company  
SAVANNAH .Columbia Naval Stores Company

## IDAHO

BOISE ....., William Volker & Co.  
POCATELLO ....., William Volker & Co.

## ILLINOIS

CHICAGO.....Carson Pirie Scott & Co.  
CHICAGO.....Glabman Bros., Inc.  
CHICAGO.....Strauss-Rose Carpet Corp.  
PEORIA....Isaac Walker Hardware Company

## INDIANA

EVANSVILLE.....Kreying & Company  
FORT WAYNE ....Carson Pirie Scott & Co.  
FORT WAYNE.....Ohio Plate Glass Co.  
INDIANAPOLIS ...Carson Pirie Scott & Co.  
INDIANAPOLIS ..Griffith Distributing Corp.  
LOGANSFORT.....Joseph Taylor & Sons  
RICHMOND.....Adam H. Bartel Company  
VINCENNES.....Saiter-Morgan Co., Inc.

## IOWA

BURLINGTON...Burlington Paper Company  
CEDAR RAPIDS.....Welch-Cook-Beals Co.  
DAVENPORT.Midwest-Timmermann Company  
DES MOINES.....Luthe Hardware Co.  
SIOUX CITY.....Hansen Glass & Paint Co.

## KANSAS

WICHITA ....., William Volker & Co.

## KENTUCKY

LEXINGTON.. Ades-Lexington Dry Goods Co.  
LOUISVILLE.....The Otis Hidden Company

## LOUISIANA

NEW ORLEANS  
George H. Lehleitner & Co., Inc.  
SIJREVEPORT.....William Volker & Co.

## MAINE

BANGOR.....R. B. Dunning & Co.  
PORTLAND.....Empire Carpet Corporation

## MARYLAND

BALTIMORE.....The Fulton Company  
BALTIMORE.....J. J. Haines & Co., Inc.  
CUMBERLAND....Felix Half & Brother, Inc.

## MASSACHUSETTS

BOSTON ..... Empire Carpet Corporation  
BOSTON ..... Joseph M. O'Callaghan Co.  
BOSTON ..... Prescott and Company  
SPRINGFIELD .. Empire Carpet Corporation

## MICHIGAN

DETROIT.....Burnham, Stoepel & Co.  
DETROIT.....Radio Distributing Company  
GRAND RAPIDS.....Yeakey-Scripps  
PETOSKEY.....Bremmeyr-Bain Co.  
SAGINAW.....Burnham, Stoepel & Co.

## MINNESOTA

DULUTH.....Kelley-How-Thomson Co.  
MINNEAPOLIS.Lasher Carpet & Linoleum Co.  
ST. PAUL.....Farwell, Ozmun, Kirk & Co.

## MISSISSIPPI

JACKSON.....Cabell Electric Company

## MISSOURI

JOPLIN ....., William Volker & Co.  
KANSAS CITY .....W. C. Tingle Company  
KANSAS CITY .....William Volker & Co.  
ST. LOUIS.....The Artophone Corporation  
ST. LOUIS....Ely & Walker Dry Goods Co.  
SPRINGFIELD.. Rogers & Baldwin Hdwe. Co.

## MONTANA

BILLINGS.....Kelley-How-Thomson Co.  
BUTTE ....., William-Volker & Co.  
GREAT FALLS....The John Leslie Paper Co.

## NEBRASKA

OMAHA ....., William Volker & Co.

## NEW JERSEY

PASSAIC.....Jersey Carpet Corporation

## NEW MEXICO

ALBUQUERQUE ....William Volker & Co.

## NEW YORK

ALBANY  
Albany Linoleum & Carpet Company, Inc.  
BINGHAMTON

Columbia Distributing Company  
BUFFALO.....H. D. Taylor Co.  
MIDDLETOWN.....Rokin Brothers, Inc.  
NEW YORK CITY....Crockett and Buss, Inc.  
NEW YORK CITY.Empire Carpet Corporation  
NEW YORK CITY...The Wornock Mills, Inc.  
ROCHESTER.....Columbia Carpet Co., Inc.  
SYRACUSE.....Rumsey Distributors, Inc.  
UTICA...Albany Linoleum & Carpet Co., Inc.  
UTICA ....., Rumsey Distributors, Inc.

## NORTH CAROLINA

ASHEVILLE....Sullivan Hardware Company  
CHARLOTTE.....Peerless Mattress Co.  
GOLDSBORO.....J. J. Haines & Co., Inc.  
HIGH POINT.....Peerless Mattress Co.

## NORTH DAKOTA

FARGO.....Fargo Paper Company

## OHIO

CANTON.....The Edward R. Hart Co.  
CINCINNATI.....Carson Pirie Scott & Co.  
CINCINNATI.....Griffith Distributing Corp.  
CLEVELAND.....Carson Pirie Scott & Co.  
CLEVELAND..Robert Levin Carpet Company  
CLEVELAND.....The Sterling & Welch Co.  
COLUMBUS.....Carson Pirie Scott & Co.  
MANSFIELD.....The Hartman-Spreng Co.  
TOLEDO.....Ohio Plate Glass Co.  
YOUNGSTOWN...Arbuthnot-Stephenson Co.

## OKLAHOMA

OKLAHOMA CITY .....Dulaney's  
OKLAHOMA CITY ....., William Volker & Co.  
TULSA ....., William Volker & Co.

## OREGON

PORTLAND ....., William Volker & Co.

## PENNSYLVANIA

ALLENTOWN.....Columbia Distributing Co.  
ALLENTOWN.....Royal Wholesale Company  
ALTOONA.....The H. C. Prutzman Co., Inc.  
ERIE.....H. D. Taylor Co.  
HARRISBURG.....Vernon L. Miller Company  
JOHNSTOWN.....McClure & McClure, Inc.  
LANCASTER.....Landis & Co., Inc.  
PHILADELPHIA.....C. D. Artman, Inc.  
PHILADELPHIA.....The Fulton Company  
PHILADELPHIA.....Landis & Co., Inc.  
PHILADELPHIA.....S. Wolf & Sons  
PITTSBURGH.....Arbuthnot-Stephenson Co.  
PITTSBURGH.....The Fulton Company  
PITTSBURGH.....Felix Half & Brother, Inc.  
READING ....., Columbia Distributing Co.  
SCRANTON ....., Columbia Distributing Co.  
YORK.....Vernon L. Miller Company

## RHODE ISLAND

PROVIDENCE.Ballou, Johnson & Nichols Co.

## SOUTH CAROLINA

CHARLESTON ....., William M. Bird & Co., Inc.  
COLUMBIA ....., William M. Bird & Co., Inc.  
GREENVILLE...Sullivan Hardware Company

## SOUTH DAKOTA

ABERDEEN.....Dakota Paper Company  
SIOUX FALLS..Sioux Falls Paint & Glass Co.

## TENNESSEE

BRISTOL ....., J. J. Haines & Co., Inc.  
CHATTANOOGA ...J. J. Haines & Co., Inc.  
KNOXVILLE ....., J. J. Haines & Co., Inc.  
MEMPHIS.....Wm. R. Moore Dry Goods Co.  
NASHVILLE.....J. L. Perry Company

## TEXAS

ABILENE ....., William Volker & Co.  
AMARILLO ....., William Volker & Co.  
CORPUS CHRISTI...William Volker & Co.  
DALLAS ....., William Volker & Co.  
EL PASO.....William Volker & Co.  
HOUSTON

Reader's Wholesale Distributors, Inc.  
HOUSTON ....., William Volker & Co.  
SAN ANTONIO.....William Volker & Co.

## UTAH

SALT LAKE CITY....William Volker & Co.

## VIRGINIA

BRISTOL ....., J. J. Haines & Co., Inc.  
NORFOLK ....., J. J. Haines & Co., Inc.  
RICHMOND ....., J. J. Haines & Co., Inc.  
RICHMOND ....., Richmond Dry Goods Co., Inc.  
ROANOKE ....., J. J. Haines & Co., Inc.  
WINCHESTER.....W. H. Bosserman & Son

## WASHINGTON

SEATTLE  
Walton N. Moore Dry Goods Co., Inc  
SEATTLE ....., William Volker & Co.  
SPOKANE ....., William Volker & Co.

## WEST VIRGINIA

BLUEFIELD.....Bluefield Supply Co.  
CHARLESTON...Guthrie-Morris-Campbell Co.  
CHARLESTON.....Thomas, Field & Co.  
CLARKSBURG.....The Koblegard Company  
HUNTINGTON.....Watts, Ritter & Company  
PARKERSBURG...Guthrie-Morris-Campbell Co.  
WHEELING...Arbuthnot-Stephenson Company

## WISCONSIN

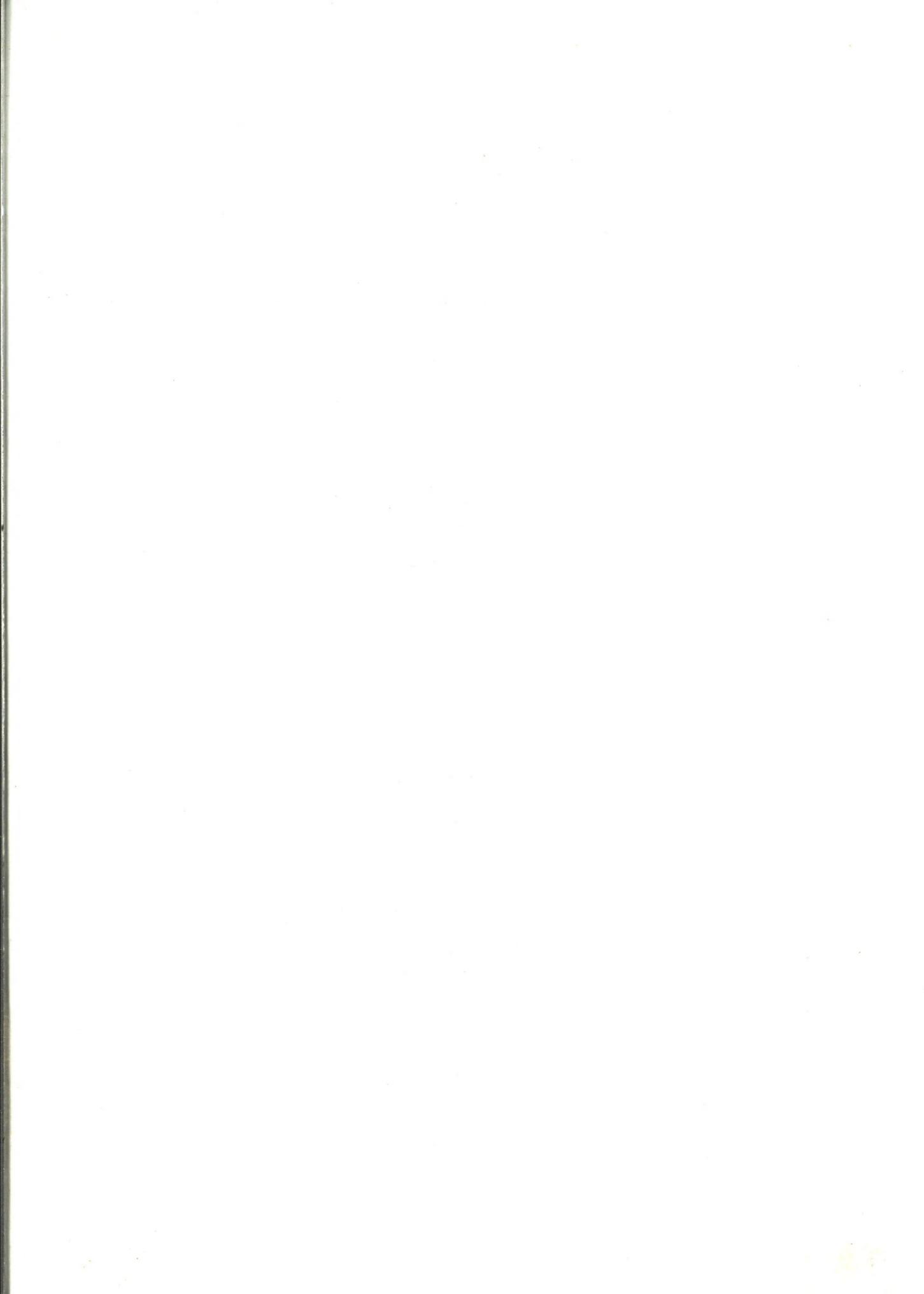
MILWAUKEE.....Carson Pirie Scott & Co.  
MILWAUKEE.....John Pritzlaff Hdwe. Co.

## WYOMING

CASPER ....., William Volker & Co.

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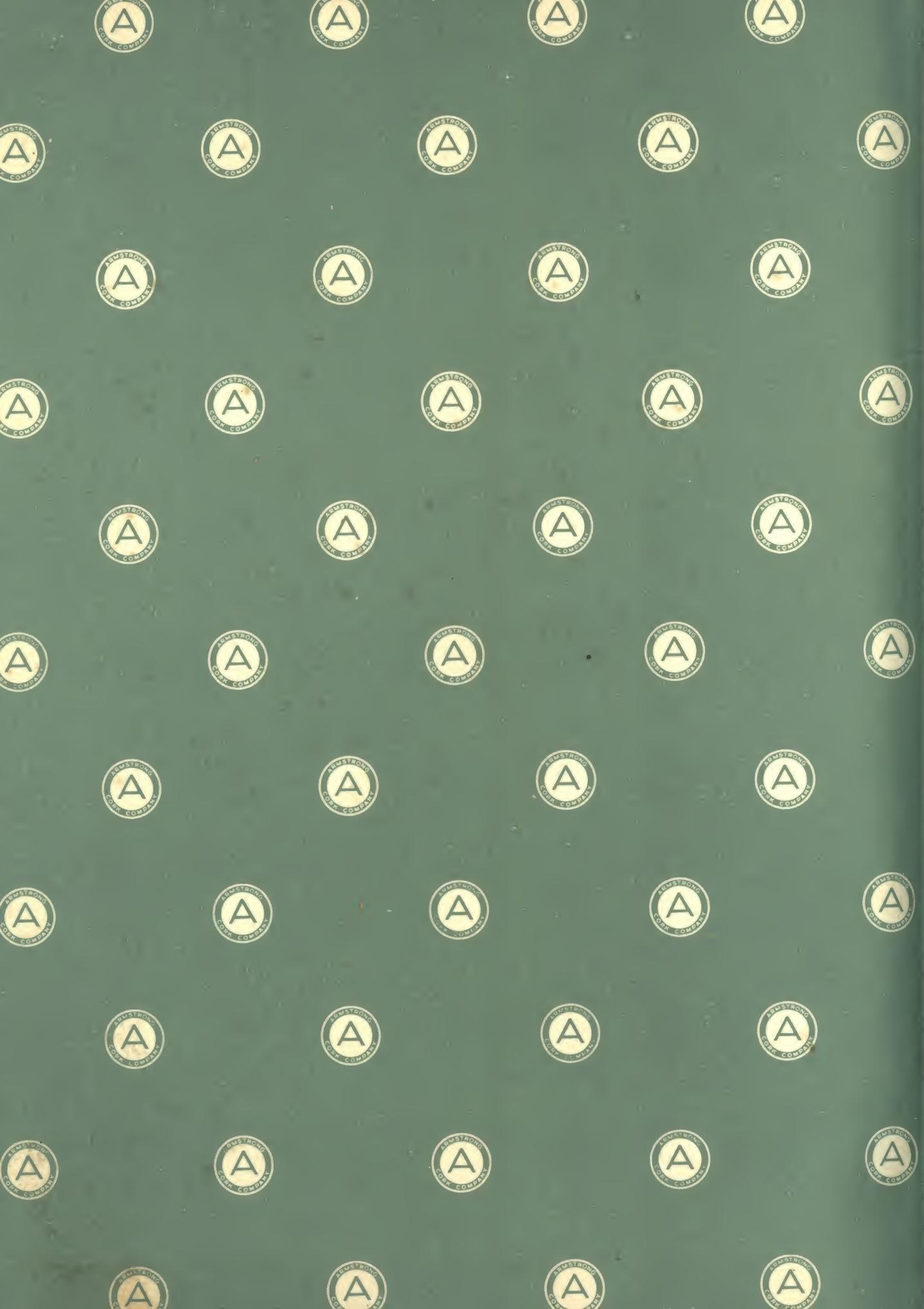
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# ARMSTRONG'S

1948